5758



DRY GOODS REVIEW

JANUARY 1ST : 1913
Vol XXV No 1

SPECIAL SPRING NUMBER

Louis Roessel & Co.

LIMITED

SILKS
SATINS
CHIFFONS

Manufacturers and Importers

TORONTO
MONTREAL
NEW YORK
ZURICH
LYONS

WE beg to announce that we are now occupying greatly enlarged premises, enabling us to carry enormous stocks.

Our lines of staples in Dress Silks and Lining Silks, as well as our large range of Novelties, are complete in every detail. We are thus able to meet all requirements.

It also gives us pleasure to announce that we will shortly occupy larger premises in Montreal, thereby adding to our facilities of handling the trade.

Empire Building
Toronto

St. Nicholas Building
Montreal

Greenshields' Cottons

VALUES FOR WISE BUYERS



You're Scheduled for Bigger Cotton Business Than Ever if You Stock Greenshields' 1913 Values

With an unprecedented range of cotton values we are prepared to offer the trade cottons that cannot help but bring success to to your department.

Greenshields' famous case lot plan gives the merchant the advantage of having his trade mark stamped on every piece of goods. This adds prestige to your store and is a point in your advertising which you cannot afford to miss.

We are showing special values in Canadian and Scotch Dress Ginghams, Chambrays, Stripes and Fancy Check, and Apron Ginghams' Shirtings, Oxfords, Rock Fast Drills and Galateas, Flannelettes, Saxonies, Domets.

LOOK THROUGH OUR SAMPLES AT YOUR EARLIEST CONVENIENCE

Greenshields Limited

Montreal

INFRINGEMENTS

of Our Well Known

Hair Net Envelopes

containing inferior and rubbishy hair nets are being hawked throughout Canada by unscrupulous foreigners.

We Must Appeal to the Buyers

not to support these plagiaristic aliens, the only result of dealing with them inevitably ending in dissatisfied customers or bad and unmovable stock.

For GOOD GOODS deal with firms who have reputations worth living up to,—we supply all the leading dry goods houses with hair nets in specially designed envelopes for each particular house and we regret to find it necessary to have to appeal to the HONOUR OF CERTAIN BUYERS not to ALLOW these envelopes to be copied.

We shall be pleased to send quotations for all numbers in hair nets and will supply a specially designed envelope for each client, which will be reserved to him.

Burnet & Temple, Ltd.

The Leaders of All Goods Appertaining to the Hair

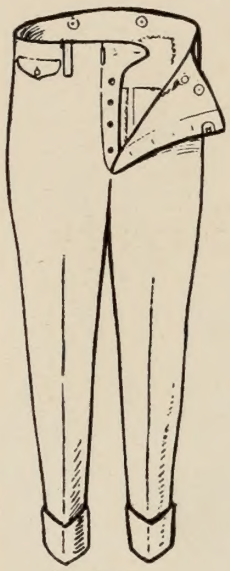
4 Fitchetts Court, Noble St., London, Eng.

Sole Agents for Canada:

R. W. R. COWIE, 77 YORK STREET, TORONTO

Are You Selling Miller Duck Clothing?

If not, now is the time to stock this good seller for the Spring and Summer trade. For years, Miller Brand Duck Professional and Service Clothing has been the foremost clothing of this kind on the Canadian market —foremost in cut, quality, and value.



251

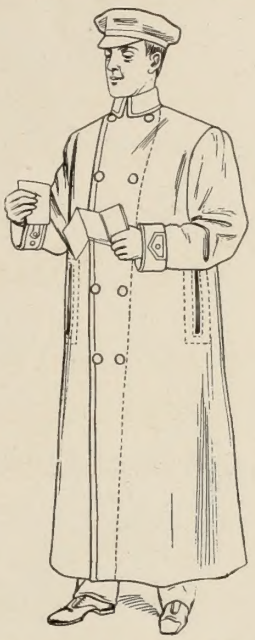
White Ducks, $9, $10, $12, $15 per doz.
Kahki - - - $11 to $15 "
Cream, Plain and Striped Serges - - - $24 "

MILLER BRAND

consists of all kinds of duck and washable service clothing for Barbers, Waiters, Cooks, Butchers, Bartenders, Porters, and professional clothing for Doctors, Dentists, etc. **Auto Coats, Duck Trousers** and **Fancy Vests.** We also make official outfits for and are the recognized authority on

MILITIA AND CADET UNIFORMS

BOY SCOUT AND GIRL GUIDE OUTFITS



REPS and WATERPROOF
Grey, Brown, Fawn, etc.
S.B., - - - $18 to $36
D.B., - - - $30 to $60

Special Uniforms

Your local **Hospitals, Clubs, Bands. Societies, Food Factories,** etc., are always needing special uniforms, new outfits, etc., and you should get their orders.

Send us a sample or garment required and you will make a good profit with very little trouble.



Profit Makers

Our goods are made in our large up-to-date factory by workmen who understand their business, and turn out garments that cannot be beaten for quality, workmanship and durability.

Goods of this kind simply sell themselves, and they mean good profits for the merchants handling them.

MADE IN 5 GRADES
$10.50, $12.00, $13.50, $15.00 and $18.00 per doz.

THE MILLER MANUFACTURING COMPANY, Limited

251-253 MUTUAL STREET, TORONTO

TELL US WHAT YOU ARE INTERESTED IN. WE'LL DO THE REST

Wm. Anderson Zephyr

MADE IN SCOTLAND

has a larger sale than any other similar fabric in the world.



¶ Your wholesale dealer will show you a larger range of designs than ever before, embodying the latest word in Gingham styles. ¶ To insure delivery place your order at the earliest opportunity.

Wm. Anderson & Co., Limited

PACIFIC MILLS, Glasgow, Scotland

"Kindergarten"
FOR BOYS AND GIRLS

FOR BOYS' PLAY SUITS & ROMPERS
GIRLS' SCHOOL FROCKS
WOMEN'S HOUSE DRESSES

ANDERSON'S "KINDERGARTEN" CLOTH

Specially Constructed for Hard Wear
A Popular Retailer
Can be Ordered from any
Canadian Wholesale House

WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND

Please mention The Review to Advertisers and Their Travelers.

A Pattern Should Act as a Salesman

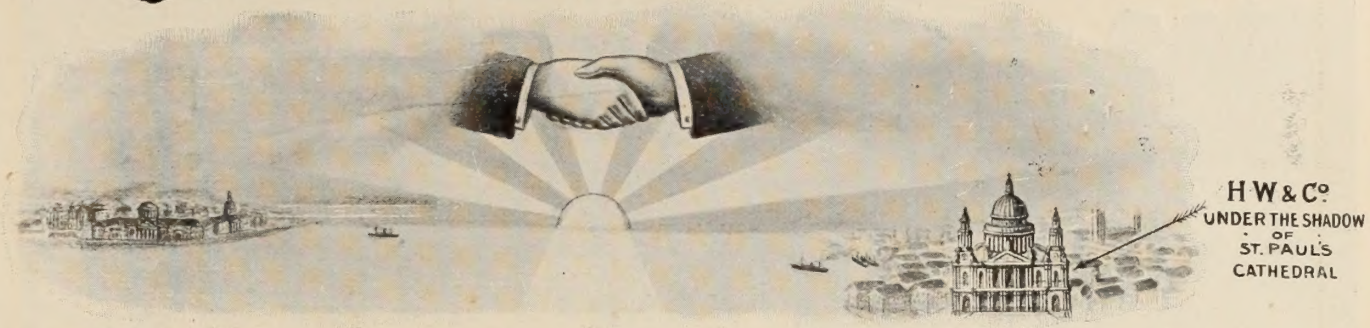
Sell Butterick Patterns
and Butterick Patterns
will sell for you.

Butterick has Pulling Power

The Butterick Publishing Company

68 Duchess Street Toronto, Ont., Canada

Hitchcock, Williams & Co.



Represented by **MR. A. W. CLIFFE,** who can be communicated with at **The Windsor Hotel, Montreal; The Queen's Hotel, Toronto; Royal Alexandra, Winnipeg; Vancouver Hotel, Vancouver.** Our representative carries samples of the latest ranges of **Ribbons, Laces, Nets, Chiffons, British and Foreign Dress Goods, Printed Cotton, Dress Silks, Velvets, Etc.**

Canadians when visiting London are invited to walk round our warehouse and inspect the above goods; also our showrooms, devoted to Mantles, Costumes, Gowns, Ladies' and Children's Millinery, Straws, Flowers, Feathers, Maids' and Children's Costumes, Underclothing, Curtains, Etc.

Indents sent direct have special attention. Usual shipping terms.

A B C CODE, FIFTH EDITION

Telegrams:
Churchyard, London



Factories, 10 and 11 Warwick Lane, E.C.
Factories, 29 to 33 Warwick Lane, E.C.
Factories, Paternoster Square, E.C.

St. Paul's Churchyard, London

ILLUSTRATED BOOKS AND SAMPLES SENT ON APPLICATION.

Please mention The Review to Advertisers and Their Travelers.

The Sun Bleaches "Old Bleach"



—bleaches it well, leaving it snowy white, as soft as silk and uninjured by strong chemicals.

"Old Bleach" Linens won fame for themselves with our forefathers several generations ago. This fame has not been short-lived, but has grown each year until to-day the name "Old Bleach" is everywhere synonymous with the best in linens.

Our Spring range is a large one and is without a doubt an assemblage of fine linens, the equal of which has never before been offered under one name.

See "Old Bleach" now.

R. H. COSBIE

LIMITED

Wellington Street West **Toronto**

The above picture shews Linen Bleaching on the Grass at the 'OLD BLEACH' LINEN Cos FACTORY, RANDALSTOWN, IRELAND

STIFEL'S INDIGOS

ESTABLISHED 1835

The standard for over 75 years for making Overalls, Uniforms, Shirts and Coats

FOR the protection of the trade and in order that all dealers and consumers may know the genuine Stifel Pure Indigos from imitation and unestablished brands, the Mill are now printing their name on the back of all their Indigo Drills, Prints and Denims. The name will appear in dotted lines, forming the name Stifel, as fac-simile shown below.



Best for over seventy-five years, but no more expensive than the ordinary kind.

For the genuine Look for th's name on the back of the Cloth of your garments.

TRADE MARK—Registered

Stifel's Indigos have been manufactured for over seventy-five years and have been continuously on the market all of that time. They received the gold medal award at the St. Louis Exposition and are recognized by the trade as the standard and best Indigos made. The manufacturers guarantee them not to break in the print and to hold their beautiful, brilliant blue color longer than any other fabric. They are sun-proof and tub-proof and while soft and pliable, are easy to wash. They are constructed for durability and strength and wear like leather.

LOOK FOR STIFEL'S NAME ON THE BACK

Manufacturers

J. L. Stifel & Sons

Selling Agents

Franklin Mfg. Co.

260 Church St., NEW YORK

SALES OFFICES:

Toronto	14 Manchester Bldg.
Montreal	10 Hospital St.
New York	260-262 Church St.
Baltimore	114 W. Fayette St.
St. Louis	426 Victoria Bldg.
Philadelphia	839 Market St.
Boston	68 Chauncy St.
Havana	Cuba
San Juan	Porto Rico
Port of Spain	Trinidad, B.W.I.
Chicago, Ill.	Jenkins, Kreer & Co.
St. Joseph, Mo.	Harry L. George
Kansas City, Mo.	Harry L. George
St. Paul, Minn.	Wm. C. Motter
Winnipeg, Can.	Stuart M. Campbell
San Francisco, Cal.	Chas. H. Bradley

Awarded the Certificate of The Incorporated Institute of Hygiene

Established 1791

"The Test of Time."



HORROCKSES'

Longcloths, Nainsooks, Cambrics, India Longcloths, etc.
See Horrockses' Name on Selvedge

Sheetings, Ready-Made Sheets (Plain and Hemstitched)
See Horrockses' Name on Each Sheet

Flannelettes of the Highest Quality.
See Horrockses' Name on Selvedge

Horrockses, Crewdson & Co., Ltd.

Manchester and London, England.

This TRADE MARK



Guarantees Highest Quality

REGD. TRADE MARK

You can buy your Nets direct from the oldest Net Manufacturers in the World

John Heathcoat & Co.

LONDON, ENGLAND

Patentees of the first Lace and Net Machine in 1808.

SILK { Illusions, Toscas, Veilings, Dewdrop Nets

SILK { Brussels Nets, Dress Nets, Tucked Nets, Alencon Nets

Also Fine Cotton Nets

Makers of the Famous Heathcoat Waterproof Maline.

STOCK CARRIED BY

A. B. FISHER, 64 Wellington St. W., **Toronto**

SOLE CANADIAN REPRESENTATIVE

Head Office and Salerooms: 13 Ironmonger Lane, Cheapside, E.C.

Factories at Tiverton, Exeter and Cullompton, England.

"Bayonet" Point Safety Pins!

ABEL MORRALL'S



STOCKED BY ALL THE BEST JOBBERS

YOU ARE MISSING A GOOD THING IF YOU ARE NOT STOCKING THESE.

THERE IS A GENUINE DEMAND FOR THEM.

Merchants of the Maritime Provinces:

We offer you good ranges to make your selections from, good values in all lines, prompt shipments, and careful attention to all orders.

We want your business.

Don't you think there are enough advantages on your side of this proposition to make it worth your while to buy your dry goods from us?

Vassie & Company, Limited

Wholesale Dry Goods and Woollen Merchants

St. John, N.B.

If you asked every woman who comes into your store what Pattern she prefers, you'd be astonished at the number who'd say

Standard Patterns

Here's a better way:

Carry Standard Patterns and see how many *buy* them. They are the "Patterns that give satisfaction."

Standard Fashion Company
68 Duchess Street Toronto, Ont.



Was Your Store System Efficient in Handling The Heavy Holiday Trade?

If it wasn't, now is the time to improve it. You know now where it is weak, where it failed to handle the crowds and give adequate service.

Here is a suggestion.

Take your watch and time individual transactions, Note how long it takes for a cash sale to be completed, how long for a charge sale to be O.K'd. Consider the time your customers waste while waiting for change to come when anything but an up-to-date system is used.

Remember also, that while these customers are waiting for their transactions to be completed, they are keeping others from buying.

Consider the loss you sustain because customers in your store aren't waited upon promptly.

Then remember that with National Cash Registers, change is made on the spot, giving maximum protection with the sales slip records and the money.

A National Cash Register tells you

The amount and kind of every sale, and who made it.
That the customer got the right amount of change and that your share of the sale was protected.
That you have a record of every transaction in the store and can get your daily balance quickly and accurately.
That your clerks will be better salesmen, more careful and more accurate, because they get credit for good work and know that the blame for mistakes is fixed beyond dispute.

Naturally, as the "National" cuts out so much lost motion, your business is handled more efficiently.

You place yourself under no obligation by writing for free booklet, explaining the use of the National Cash Register in your business.

Write for this booklet NOW to

The National Cash Register Company

285 Yonge Street, Toronto

CANADIAN FACTORY - TORONTO



When You See this Mark on a

SHIRTING

YOU MAY KNOW THAT THE CLOTH IS AS PERFECT AS IT CAN BE MADE.

The leading shirt makers of the world—for the highest class trade—have for over half a century known this trade mark as the mark of perfection.

D. J. A. Shirtings are shown in an enormous range of designs, and buyers find no difficulty in securing exclusive styles.

ONE QUALITY ONLY—THE WORLD'S BEST

D. J. A. Shirtings include, Zephyrs, Oxfords, Cheviots, Fancy Mattes, Ceylons, All Wool Taffetas. Everything in Cotton and Flannel Shirtings for the

HIGHEST CLASS TRADE

DAVID & JOHN ANDERSON, Limited

Atlantic Mills ESTABLISHED 1822 **GLASGOW**

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands.

ORDER OF YOUR WHOLESALER

ROBERT HENDERSON & CO., 181-183 McGill St., **Montreal**

Dry Goods Commission Merchants

JAMES STANBURY & CO., TORONTO

Anchor Your 1913 Linen Business to

LIDDELL'S

GOLD MEDAL

LINENS

the real grass-bleached Irish manufactured and finished linens. They are the linens that have stood the test of the keenest competition for over a century and are still on the pinnacle of popularity.

Spring samples ready.

R. H. Cosbie, Limited

30 WEST WELLINGTON ST., TORONTO



ROOSTER BRAND

Our New Year's . . . Greeting . . .

May You Receive Your Full Share of Canada's Great Prosperity.

Robert C. Wilkins Co., Ltd.

MANUFACTURERS

Soft Shirts, Mens' Pants, White Coats, Overalls, etc.

Business Office and Factory FARNHAM, QUE.
Montreal 501 New Birks Building
Toronto Room K., Toronto Arcade

Please mention The Review to Advertisers and Their Travelers.



Good Style Cannot Afford to Slight Fabrics of Such Good Sense

English Mohairs—*guaranteed by the B. D. A.*—are the world's accepted standard of Mohair perfection.

Their lasting beauty, practical utility and popular prices are the reasons for their perennial selling stability.

The new Spring shades and patterns of English Mohairs—*guaranteed by the B.D.A.*—are in accord with incoming styles, Oriental in character, yet combining the chic smartness of Paris with the dependable substance of England—marking a still higher notch for elegance and inherent value.

Fabric buyers who buy Mohairs *right* have a year-round seller and profit-maker.

Ask your wholesaler for English Mohair guaranteed by

THE BRADFORD DYERS' ASSOCIATION, LIMITED,
OF BRADFORD, ENGLAND

Complete Your Spring Buying Now

TO DO THIS SUCCESSFULLY YOU SHOULD SEE OUR SHOWING IN

Laces
Embroideries
Allovers
Dress Trimmings
Ribbons
Women's Belts, etc.

By adding to our range all the newest and late designs as they came out we can now offer you the largest and best assortment in the above goods it has ever been our pleasure to show the trade.

Allovers have been given a large share of our attention and we anticipate a good demand for art silks, Orientals and shadow effects in all of which lines we have large selections. Lace and embroidery edgings, bandings and insertions will be largely in demand, and we have them in the latest novelties as well as the more staple lines, such as val, torchon, filet, gipsy, macrame, point milan and cluny, etc., etc.

Embroidery and tulle flouncings will be used largely in all widths and qualities.



With this Range are Interesting Lines of Ribbons, Belts, Lace Collars and Cuffs, Dress Trimmings, Frillings and Veilings, etc.

John M. Garland, Son & Co.

OTTAWA :: CANADA

Please mention The Review to Advertisers and Their Travelers.

Mr. Merchant, what kind of paper patterns can you sell fastest?

1. The kind with styles so up-to-date that every woman wants them—
2. The kind with styles so simple that any woman can make them up easily—
3. The kind that have styles that make up like the illustrations—
4. The kind that invariably fit accurately in every style and in every size—
5. The kind that are backed up by attractive, low-priced fashion publications which you can circulate all over your community.

Some patterns possess part of these essential qualications, other patterns possess another part, but there is only one make of patterns that possess all these essential qualifications, and that make is

McCall Patterns

Manufactured in Canada from the original models. Shipments f.o.b. Toronto. Write for samples and particulars. There is no obligation.

THE McCALL COMPANY

The Leading Paper Pattern House of Ameriea

236-246 West Thirty-seventh Street, NEW YORK

CHICAGO ATLANTA SAN FRANCISCO TORONTO, CAN.

Not in the Trust. No Connection With Any Other House.

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application.

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Hamilton, Ont.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

British America Assurance Company

A.D. 1833
FIRE & MARINE
Head Office, Toronto

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W. B. Meikle, General Manager.

CAPITAL	$1,400,000.00
ASSETS	2,061,374.10
LOSSES PAID SINCE ORGANIZATION	35,000,000.00

BRITISH AMERICAN DYEING CO.

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also

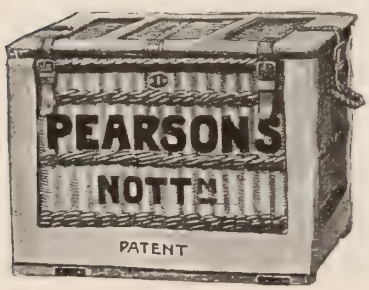
FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED

MONTREAL TORONTO OTTAWA QUEBEC

PEARSONS' BASKET FACTORY, NOTTINGHAM ENG.

92 Years Experience



PATENTED HARD-WEAR PROTECTORS.

THOUSANDS IN USE IN ALL COUNTRIES

WATER PROOF INDESTRUCTIBLE

BEST VALUE OBTAINABLE

ILLUSTRATED CATALOGUE FREE

WESTERN ASSURANCE COMPANY

Incorporated 1851

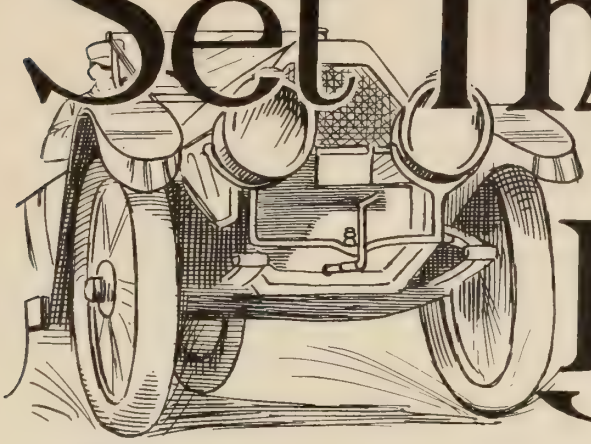
FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

Assets over -	$3,570,000.000
Losses Paid Since Organization of the Company, over -	54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

We Set The Pace in Dry Goods



Department A
Cotton Staples.

Department B
Flannelettes and Printed Goods

Department C
Tweeds & Linens

Department CX
Dress Goods and Silks

The Staple Dry Goods House of :: Canada ::

PERFECT satisfaction is the keynote of our success. Perfect satisfaction when applied to a staple dry goods house means much. It means that there is no chance to attribute failure to please to the flippancy of Dame Fashion.

We give careful attention to personal or mail orders and aim at all times to give prompt delivery. Our values are second to none in the trade for our buying is the child of long years of practical experience. We know what the Canadian people want and aim at supplying their wants. Every department is a leader.

Department D
Gents' Furnishings

Department E
Smallware, Ribbons and Laces

Department F
Ladies' Furnishings

Department G
House Furnishings, Carpets and Floor Oil Cloths

Try Our Mail Order Department.
Write To-day for Your Needs.

ALPHONSE RACINE Limited

Wholesale Merchants and Manufacturers

MONTREAL

Please mention The Review to Advertisers and Their Travelers.

Turning on The Power

There is more power—more selling force—behind The Ladies' Home Journal Patterns than any other article you can name.

Scores of prominent department stores that sell The Ladies' Home Journal Patterns print the famous Minerva head trademark in every single newspaper advertisement they put out. **The very trademark itself brings them business.**

The 750,000 copies a month of The Ladies' Home Journal—which is not only without question the greatest women's publication in the world, but has nearly twice as great a circulation as any publication of its class—are not by any means the only power behind The Ladies' Home Journal Patterns. There is also The Monthly Style Book—2,500,000 copies of which go out each month—The Style Book and The Embroidery Book. And besides these there is to be, during 1913, an advertising campaign, in all the leading publications, costing $100,000.

The Home Pattern Company

23 LOMBARD ST., TORONTO

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 3rd Wednesday of each month. Office of Publication, 143-149 University Avenue, Toronto. January 1, 1913

CANADA'S ONLY (SEMI-MONTHLY) DRY GOODS PAPER

The MacLean Pub. Co., Ltd.

(ESTABLISHED 1888.)

JOHN BAYNE MACLEAN - - - President
H. T. HUNTER - - - - General Manager

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United States	$2.50 a year
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Single Copies	10 cents

Invariably in advance.

Britain's Prosperity

THAT the new world is not having a monopoly of prosperity is evidenced by reports appearing in Old Country papers. It is made quite apparent that Great Britain has enjoyed a wide measure of industrial and commercial activity during the past year. There are no evidences yet of a slackening in prosperity. Optimism appears to be general.

The Daily Mail, of London, England, presented a summary of conditions recently, giving reports from a number of the provincial manufacturing centres. These reports gave striking proof of the widespread activity in England, and there was marked unanimity of opinion on the score of the bright prospects for the future. An extract here and there will give a general idea of the trend of the statements.

From Barrow-in-Furness comes a story of a "boom" in shipbuilding and steel making. "War is a bountiful jade" for the builders of ships and makers of guns; and rumors of wars seem to be equally effective. Messrs. Vicker's naval construction works could employ 2,000 more skilled artisans if they were to be obtained. Battleships and floating docks are being built for many countries.

Norwich reports that the unemployed have practically disappeared there. In 1908 there were 2,734 men without employment. The number has been shrinking year by year until to-day there are only 503 men without regular work. This can be accepted as the minimum. In a city the size of Norwich, there will always be men unfitted for employment or unwilling to engage in anything resembling work.

York contributes the interesting information that wages have gone up 20 per cent. Southampton reports the briskest commerce in years. From Bradford comes a story of industrial activity so great that workers are being drafted from the country districts around. The textile industries have been busy in all parts of England.

The brisk condition can be traced to two causes, viz., the general soundness of world-wide trade and the rapid development of British export trade. The export markets have been demanding more and more from the home manufacturer. The exportation of goods from Britain to Canada, India, Australia, Argentine, Brazil, Mexico, China, and, of course, other European countries, has been increasing fast.

As a result of the prosperity which has come, partly through the exploitation of export markets, British manufacturers can be expected to show an

increasing interest. It is true that the old country manufacturers have never fully realized the importance of the colonies from a trade standpoint. If they had grasped the possibilities of trade development in Canada, this country would have come in for vastly more attention at their hands.

The Manufacturer and Parcels Post

INDUSTRIAL CANADA, the official organ of the Canadian Manufacturers' Association, has come out in favor of Parcels Post. In the last issue it says:

"After January 1, 1913, Canada will be the only civilized country in the world without parcels-post. On the above date a system will be put in operation by the United States. Many confuse our merchandise rate, by which we can post packages under five pounds weight at the rate of sixteen cents per pound, with parcels-post. The real thing is much better than the merchandise rate.

"The following comparison of postage rates on a parcel weighing eleven pounds shows us how we stand:—

From	Postage.
London, Eng., to Toronto, Ont.....	$ .73
Paris, France, to Toronto, Ont.....	.87
Berlin, Germany, to Toronto, Ont.	.90
Hamilton, Ont., to Toronto, Ont...	1.76

"This is not all. In order to send eleven pounds by postage from Hamilton to Toronto it would be necessary to break the package up into three small packages, each weighing less than five pounds.

"In the words of one of Canada's leading lawyers: this country is 'the last, lone sparrow on the chimney top.'"

To those who realize the fact that the interests of the manufacturer and the retail dealer in this matter run parallel, the stand taken by Industrial Canada will appear incomprehensible. The establishment of Parcels Post would stimulate buying from mail order houses at the expense of the local dealer. The manufacturer depends very largely on the dealer for the marketing of his goods. Mail order houses do not, as a general rule, handle goods sold under the manufacturers' brand, preferring to use their own brands. It follows that any change, tending to swell the volume of business done by the mail order house and lessen the trade of the local dealer, is going to prove a detriment to the manufacturer as well as the retailer.

Manufacturers were active in the fight against Parcels Post in the United States. At various times, Canadian manufacturers have expressed their opposition to the measure. The question may well be asked, is Industrial Canada voicing the sentiments of the manufacturers as a whole in thus openly advocating Parcels Post?

The Influence of the Owner

EVER notice the resemblance between a man and his store?

There are always points of similarity between a man and his common environment. Whether it is the effect of the man on the environment or vice versa is sometimes hard to say. However, the resemblance creeps in somewhere. Go into a store which is neat, orderly and thoroughly systematized and it is a safe wager that the same traits are found in the individuality of the proprietor. If the store is untidy and unattractive, it is more than a guess that the owner will be untidy in person and careless in habits.

But it goes still further. The effect of the owner's personality makes itself manifest in everything about the establishment. A dealer from the far west made the statement recently that there were certain lines of goods which he took a big interest in and certain others which did not appeal to him in the least. His store records showed that sales of the former goods were continuously heavy, while the latter lines languished on the shelves. In other words, his likes and dislikes had been communicated to his staff and showed themselves in the record of sales.

Such being the case, every dealer should endeavor to make the influence, he thus unconsciously exerts, for the very best. He should consider that his store and business are going to be just what he makes them. He has the power to infuse energy, initiative and love of order into his staff or to create a feeling of careless lassitude. His own example and personal influence will decide which it is to be.

The Hobble Saves the Day

WHEN the hobble skirt first came into popularity, the fabric manufacturers were inclined to look upon it askance. This feeling grew to absolute alarm when society took to wearing skirts of such narrow width that a comparatively small amount of cloth was needed to make them. "Hobbling horror" and "skin and bone remnant" were some of the terms applied by manufacturers who feared that they would not be able to place their output as a result of the new fashion.

The amount of cloth used in a "hobble" was about in the ratio of 3¾ to 6 to the amount formerly used for a skirt. No wonder the manufacturers began to see blue ruin when society took such a mark-

ed, and apparently permanent, liking to skirts of attentuated outline.

But this has all passed and they are now almost reduced to forgiving the narrow skirt. Bradford, which claims to be the first woollen dress goods town in the world, has been so rushed this year that the mills have been barely able to hold their own. If wider skirt styles had been the vogue, the mills would have been hopelessly immersed in unfilled orders. The hobble has saved the day.

Review's Information Bureau

ONE of the strongest features of the service that The Review gives to its readers is the information bureau. Dry goods men in all parts of the Dominion are coming to rely on The Review when they find themselves unable to secure information on any matter and enquiries pour in to this office. Owing to the many sources of information open to the staff of The Review, it is seldom that we are unable to supply our correspondents with the desired facts. Enquiries arrive from every branch of the trade and from merchants of all standings.

Many hundred enquiries have been received and answered during the past year. The department has been of great benefit, not only to those who have submitted the questions, but to all readers as well. Many merchants make it a practice to carefully peruse this department in every issue and they find that they glean much valuable information in that way. Points which they see answered and explained, crop up in connection with their own business later on.

The Review is anxious to widen the scope of this department and heighten its usefulness. Merchants are cordially invited to make use of it during the coming year, submitting questions on any knotty point which may arise.

Improve Housefurnishings Department

AN article in this issue of the Review calls attention to the fact that few merchants are paying proper attention to the department devoted to housefurnishings. The statement is worth close examination.

It is unfortunately true that in a large number of stores, the effort made to feature housefurnishing lines is very small. A certain stock is kept on hand, but the variety of lines is not large. Salesmen know a little about the qualities and possibilities of the goods they sell, but their knowledge cannot be said to be either practical or profound. If asked to explain to a customer just how a certain material should be draped to get the most attractive result, they would be totally at a loss. That a salesman thoroughly conversant on such topics could build up a splendid trade can be asserted most positively.

The delinquency on this score noted in so many stores is all the more surprising because the opportunity for pushing the sale of housefurnishings is so good. Prosperity has turned people's thoughts to the beautification of their homes. They are anxious to introduce artistic effects. A store which featured the latest drapes and made a point of educating customers along the right lines in house decoration, would find the response immediate and highly profitable.

The Passing View

Let-well-enough-alone is next door neighbor to stick-in-the-rut.

* * *

If 1913 proves as good a year from all standpoints as 1912, there will be few complaints.

* * *

A merchant can afford to sacrifice any number of slow-sprats to catch one ready-money whale.

* * *

Fear of giving offense should not hold dealers back in the matter of collections. The custom of few slow-pay customers is worth much after all.

* * *

Occasional advertising, as someone has said, is like a light rain. The good effects pass off and the old dryness sets in. But after a good steady shower the sun comes out and the earth takes on a new freshness and beauty.

* * *

"Fitting in" is the secret of success in business. Brilliant men frequently fail because they do not fit in with the work that fall to them. See that each member of your staff "fits in"—with the business, with you, and with each other.

* * *

A small leak can sink a big ship. A small leak can wreck a big business. Watch out for leaks. They may seem insignificant at first but the larger the breach grows the harder it is to stop and the more disastrous the results.

* * *

When in doubt, blame it on the middleman, seems to be the motto of all who have the time to find fault with present conditions. He is blamed for the high cost of living among other things. In reality, who is there who is harder hit by the high cost of living than the same much-abused middleman?

The Operation of Parcels Post Measure

Movement now under way to introduce measure in Canada—Retailers must prepare to fight and also to meet conditions should the measure carry—The system now being put into effect in the United States.

IT IS becoming increasingly apparent that Parcels Post is a possibility in Canada for the not far-distant future. The Postmaster-General has publicly stated his intention of investigating the working of the Bourne Act in the United States with a view to framing a measure for this country. The possibility of a similar measure becoming law in Canada depends upon two things; first, the success of the Bourne Act in the United States; second, the effectiveness of the opposition brought to bear here.



The operation of Parcels Post as seen by Railroad Man's Magazine.

The retailers, as a body, can be counted upon to fight the introduction of a Parcels Post measure tooth and nail. If this opposition is properly organized and is brought to bear soon enough, it should be sufficient to effectually baulk the proposal to put the measure through. The fact remains, however, that the forces behind the proposal seem to have the upper hand at present and that the retailer must make his opposition felt at once if it is to be effective.

A wise general considers all contingencies and prepares himself to meet them. The retailer should not only prepare to fight the measure to the last ditch but should also cast around to find the means to meet conditions, should the Act ultimately be put into force. There is no use shirking the issue. It must be faced; and the sooner the retailer prepares to face it, the stronger he will be when the necessity for action arises.

Developments in the United States will be watched very closely under the circumstances. The success or the failure of the Bourne Act will have much to do with the outcome in this country. It will be interesting to see just how this much discussed measure proposes to go about the establishment of Parcels Post in Uncle Sam's land.

DETAILS OF THE PLAN.

The Bourne Act provides that fourth-class mail matter will include all parcels, farm and dairy products, provided that such packages are not more than eleven pounds in weight or more than seventy-two inches in length and girth combined. Charges will be based on both weight and distance. To determine distance, the country is to be divided into units of area, each thirty minutes square. The service will be rendered by zones. There will be eight zones in all, with different charge scales for each.

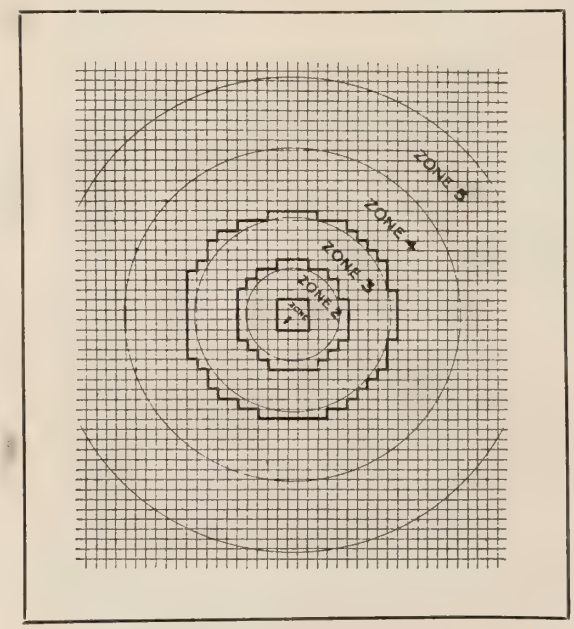
The first zone will be all the territory within one unit of area and the territory in other units which border on the central unit. Figured out, this means that the first zone for any given post office is approximately fifty miles in any direction.

The zone system is described in Railroad Man's Magazine by C. H. Claudy, in the following terms:

The first zone is thus quadrangular but not square in shape, since it is bounded on east and west by meridians of longitude which, of course, converge as they go north and diverge as they go south. All other zones are roughly circular in shape. Zone two includes all units of area outside zone one which lie either wholly or in part within a circle drawn from the centre of a given unit of area, the circle to have a radius of 150 miles.

The third zone includes all the territory outside of zone two, within the radius of a circle of 300 miles, and with the same proviso that all units of area through which its boundary circle passes are a

(Continued on page 28)



How the zone system will work out.

Plans for New Departmental Store

A large structure to be erected by W. H. Scroggie Limited in Montreal—Building to be six storeys in height—Popular price policy to be pursued—Eight acres of floor space in all the store.

A SIX-STOREY building, occupying an entire city block and fronting on Montreal's busiest retail thoroughfare, is now in the course of erection for W. H. Scroggie, Limited.

The first four floors and basement of the building will be utilized for the various departments—fifty-five in all—and the upper floors will be available for offices. The building will be so constructed that additional floors may be added if the demand warrants it.

While the plans of the interior arrangements are not yet completed so that the location of different departments can be given it is stated by the management that the whole building is being planned and worked out to do business under the most economical conditions possible. All the methods of other successful departmental stores will be followed and many innovations, that the experience of the firm has taught them would be advantageous, will be introduced.

It is not the intention to make the store elaborate but to make it a practical business establishment where the buyer can readily see and obtain whatever he or she wants. The firm will continue its policy of catering for the popular trade and will not install an elaborate system of fancy showcases, but will have all goods prominently displayed and price tickets attached.

PURSUE POPULAR PRICE POLICY.

In speaking of the class of merchandise to be carried, Mr. Rasskopf, one of the directors, stated: "It will be a store for all the people. We shall maintain our present popular price policy—the lessons taught by the old stores become part of the foundation of the new—and we will welcome all with a cosmopolitan spirit, which is the keynote of our success. We believe that the people like to see and feel the merchandise and we propose to have everything out in plain sight so as to afford them full opportunity to do so."



Exterior view of the proposed new store of W. E. Scroggie, Limited, Montreal.

The new store will have a frontage on St. Catherine Street of 350 feet and will extend along St. Alexander Street, on one side and Bleury Street, on the other, a distance of 125 feet to St. Edward Street in the rear. There will be in all 525 feet of window and entrance space—the entire 350 feet on St. Catherine Street, 125 feet on St. Alexander Street and 50 feet on Bleury Street. There will be two main entrances on St. Catherine Streets, as well as entrance on Bleury and St. Alexander Streets. The latter two entrances will be utilized for the offices in the upper storeys, with separate elevator service.

The windows, which will be of the straight-front type, will have over them a section of prismatic glass which diverts the daylight into the store, adding greatly to the brightness. A direct system of electric lighting will be installed which is the nearest approach to the actual daylight. Eight large high speed elevators equipped with every safety device will afford ample accommodation to patrons.

To sum up in brief some of the features of this giant store—there will be eight acres of floor space, five miles of aisles, fifty-five different departments, a roof garden, rathskeller and a roof garden theatre. A modern system of ventilating will insure a constant supply of pure air for employes and patrons.

Practically all the departments will be controlled by the firm though a few will be leased out, such as the piano department, phonograph department, florists, pictures, ticket offices, real estate, butcher shop, etc. All the departments usually to be found in a modern departmental store will be conducted by the firm as in the past, with many new lines added and enlarged.

GOOD SHIPPING FACILITIES.

The shipping facilities will be the most rapid known to modern store-keeping. The rear of the store, along St. Edward Street, will be devoted to receiving and shipping goods. At one end of the building goods will come in and at the other end they will be sent out in the delivery vans so that there will be no confusion. Six large hydraulic hoists will be installed and in the handling of heavy and bulky merchandise the delivery vans will be placed directly on the hoists and sent to the shipping department. In the same way for goods going out, the vans may be taken direct to the shipping room loaded and sent away, without a lot of extra handling. In this way time and labor will be saved and the possibility of mistakes through careless handling practically eliminated.

The architectural plans have been prepared by D. J. Spence, of Montreal, and the construction is being carried on by the Peter Lyall Construction Co. It is expected to have the building ready for occupancy by October 1st, 1913. The exterior will be of light colored mat-glazed terra cotta and granite, of gothic design, making a most attractive structure.

The location is looked upon as one of the most desirable in Montreal. It is on one of the busiest transfer corners in the metropolis, where it is estimated 80,000 to 100,000 people pass daily.

The history of the Scroggie firm is one of steady growth since its inception, twenty-nine years ago. At the present time they occupy two buildings, on opposite corners, one of them a made-over church and the other a new building completed last year. When they enter their new building "The Scroggie Block" as it will be called, they will concentrate all their energies there and the present leases will be disposed of.

Some nine months ago the firm re-organized. They have opened foreign buying offices in New York, Boston, London and Paris and formed affiliated buying arrangements with some large American stores.

The Operation of Parcels Post Measure

(Continued from page 26)

part of that zone. The fourth zone has a radius of 600 miles, the fifth zone a radius of 1,000 miles, the sixth zone a radius of 1,400 miles, the seventh zone a radius of 1,800 miles, and the eighth zone includes all units of area outside of zone seven.

The rates will be as follows:

For delivery in zone one: 5 cents for the first pound, 3 cents for each additional pound or fraction.

For delivery in zone two: 6 cents for the first pound, 4 cents for each additional pound or fraction.

For delivery in zone three: 7 cents for the first pound, 5 cents for each additional pound or fraction.

For delivery in zone four: 8 cents for the first pound, 6 cents for each additional or pound or fraction.

For delivery in zone five: 9 cents for the first pound, 7 cents for each additional pound or fraction.

For delivery in zone six: 10 cents for the first pound, 9 cents for each additional pound or fraction.

For delivery in zone seven: 11 cents for the first pound, 10 cents for each additional pound or fraction.

Hedley, B.C.—R. G. Shier, men's furnisher, has been succeeded by H. G. Freeman.

Netherhill, Sask.—John Lee, men's furnisher, is reported to be going out of business.

Medicine Hat. Alta.—Barker and Rutlan, men's furnishers, have suffered a loss by fire.

Bredenbury.—Walton Bros., who put up a handsome block last year, are selling out their stock and will convert the building into an up-to-date hotel.

Locality Co-operation Increases Business

Merchants and buyers should keep in touch with values and prices in other sections of country in order to improve their own standards and methods—Comparisons assist in bringing departments up to higher standards.

LOCALITY co-operation has many possibilities. Merchants have more facilities for regulating retail prices and corresponding costs of merchandise and publicity than ever before. Both the store, stocks and catalogue values can be improved to get the best results. The success of other stores and the offerings of well conducted departments, where buyers know their business, is a good basis of comparison. The outlook is to improve in buying and catalogue values to protect future business, reduce costs and keep stocks standard. The prospect is unlimited for merchant, manufacturer and wholesaler.

Cost standard is not necessarily changed in the different prices charged in the store or through the mail order catalogue. Locality may have much to do with selling prices asked or received. These may prove a good standard, as far as serving the community is concerned. But the cost and source of merchandise to make a retail standard is reflected in this kind of advertising, as in the different store stocks. Therefore, if a merchant in a neighboring town or a thousand miles away is offering better values, other firms can benefit by the information. The results are proportionate to the turnover and to the money expended to better purpose, because of this knowledge.

First of all, merchants have to be sure that their present standards of stock are par value and that retail values are right, when confirmed by style and likely demands. The regulation of these same values and of retail prices as improved by such locality co-operation and by being sure that sources of stock are right. Every merchant has this information, owing to the easier means of knowing locality operations and the combined experiences of other firms in serving their communities, because of their connections. Distance from source of supply is neither an obstacle nor an excuse. Distance can be overcome by close buying, as standards at different distances from the market show.

GOOD CUSTOMERS ARE REASONABLE.

Customers are given credit for knowing values because of locality comparisons, which are open to them season after season. Stock and catalogue values conform to the trade catered to because of this and the ability of customers to pay for what they buy. Styles and value in each stock is used to appeal to each customer, educated by locality and opposition advertising. Most people are ready to be convinced or they would not take time to compare stocks, and get best value for their money. Every sale made to customers, who are not unreasonable in expecting concessions owing to competition, is a step nearer to the desired results The clientele of the store is multiplied by the broad minded treatment of these satisfied customers when this information is used.

Merchants have their own knowledge as to whether opposition values are bona fide or not. If the other stores wish to do business for a minimum profit, the heads of departments have to decide whether or not the interests of the store are served by meeting the opposition quotations. Values should be sold on their own merits or are better not sold at all.

CHANGES GIVE NEW IDEAS.

Rapid growth and the tendency to specialization of departments in present business is putting all round dry goods men at a premium. Merchants have to depend on their foresight in choosing help in an advisory capacity to keep all departments up to standard. Lack of merchandising criticism is felt as the business grows and the management get farther away from the minor operations of the business. Buyers have a growing power in that merchants have to rely on the claim that stocks are right. Expert advice is sometimes necessary to confirm these claims. Locality comparison is a help to this end.

Changes of help in the evolution of business are sometimes a means to improve the store standard. Advance of buyers interests in, or value to the store is usually followed by increases in department business. For these reasons buyers from other localities are often the best help available. These men criticize stock or bring the stock standards of departments under them to a par with leading stores in other localities. The result of combined information usually makes the store surpass any previous ideal.

RESULTS DEPEND ON POLICY.

The overcoming of the many obstacles against locality co-operation will depend on the store organization. The solution will be found to take time and will be based on the prestige gained by the store as a buying and merchandising power. A great deal depends on the store policy and the turnover relative to the opposition business. The whole trend is in one direction. Specialty buying, shorter terms, and a defined policy alike in buying selling and in opposition. The store must be foremost.

Forcing the trade to recognize the business acumen of the store management is a safe attitude.

Enterprising business on the departmental ideas also confirms this policy. Efforts to better business and locality conditions along the standards of stores in other towns and cities should meet with consideration from the trade at large. Locality comparisons show the problem is more or less confined by buying connections.

VALUES MUST CONFORM.

Changes in policy of buying from season to season are sufficient to warrant manufacturers presenting their lines twice a year at least. Buyers can always get goods, therefore, the trade should be willing to put their lines on a competitive basis for buyers, who are wide enough awake to want to see values which locality comparisons show are in the interests of better stock standards.

Travelers are more or less faulty in their own conclusions, regarding the business intentions of any firm, judged by the orders given. No buyer can buy all he sees. The fact that one house always calls on its own connections is not a valid reason that other retail firms in that locality cannot or are not getting better values somewhere else. Buyers often have this mistake to contend with in their desire to see representative lines. With numerous changes in the development of unlimited business the demand of buyers that the representatives of these houses "show values" is correct. It is a natural conclusion of outside locality information.

The inability to buy at a previous time, coupled with a satisfactory connection, is offset by the impossibility of buying all lines continuously from any one firm. Under present every day conditions, manufacturers have less right to confine all their business than they have to expect merchants to buy all lines carried, as the best all round standard. In cases where manufacturer's values set standards, merchants have to wait until either business changes or premier position in the locality forces an opportunity. Competitive values of other manufacturers or wholesalers often make the chance to show that quantity is a factor in forming a connection to mutual advantage.

IMPROVEMENTS NOT HARD TO ADOPT.

Greater knowledge of locality operations and best buying connections suggest organization of both to obtain closer costs and more uniform selling prices. The success achieved by merchants in different places depends on how far they are able to adopt the plan in improving stock standards and profits in their own interests. Competition between direct opposition in each town or city may make co-operation or regulation of prices inadvisable. But in looking for unlimited business, merchants have the option of the advances made in other localities to improve local business. Staple stocks are not so diversified at seasonable times as to make co-operation in stocks and catalogues of stores in different localities such an intricate matter.

UNLIMITED BUSINESS AHEAD.

Numerous other advantages are dependent on the use of the present information. Merchants can plan on newer lines, as the system is applied to their business. Volume of turnover is increased, without increasing the cost of doing business. Greater quantity buying from the right sources means better value to the communities. Closer stock-keeping under improved principles conserves stock balances. The flow of business to larger centres and to growing concerns of greater capital is not such an overwhelming problem.

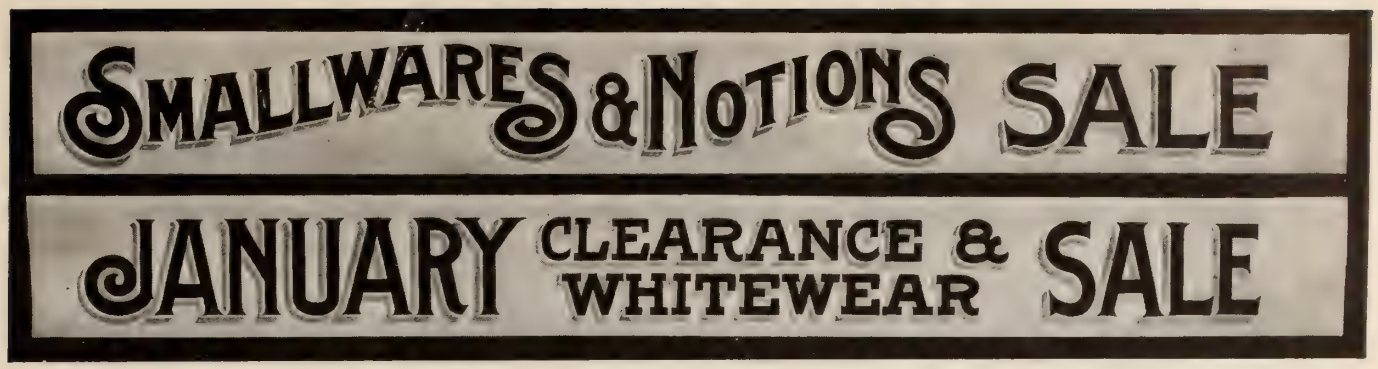
The prospect for saving is unlimited. Although every merchant endeavors to be original in his own town the field of opportunities for locality co-operation cannot help but indicate many simple improvements. Firms adapting such information as is available cannot help but see the savings possible in doing business. They are to be reckoned in most of the activities of the progressive store.

The importance of these savings and of greater co-operation to improve stock standards should prove interesting to the average merchant, as he studies the opportunities.

Complain of Hotels

At a recent meeting of the Dominion Commercial Travelers' Association the matter of country hotels in the Provinces of Ontario and Quebec was discussed and a resolution was passed deploring the unsanitary conditions and poor service given in a large number of cases. There was a diversity of opinion as to whether or not conditions had improved during recent years. Fault was found particularly with those towns situated at a distance from the railroad. The following were the officers elected for the coming year:—President, J. M. Fortier; 1st vice president, H. M. Levine; 2nd vice president, W. C. Murray; treasurer, M. Murdoch; secretary, W. H. Wadsworth; directors L. R. Russell, W. J. Irving, M. W. Hackett, R. Brosseau and Mr. Marcus.

Montreal, Que.—Henry Smith Mussen, who died a few weeks ago in Montreal, in his seventieth year, commenced his business career with his father, the late Thomas Mussen, who in 1827 founded a dry goods business at the corner of St. Lawrence and Notre Dame Streets. He retired from business about twelve years ago, having amassed a considerable fortune, mostly in real estate. Mr. Mussen was prominent in militia circles, was a Fenian raid veteran, prominent in fraternal societies and held membership in a number of athletic and sporting associations. He was unmarried.



Suggestions for streamers to be used in the January clearance and whitewear sales—Streamers are found to be highly effective from a publicity standpoint.

Publicity Campaign for a Special Sale

All publicity mediums should be used in concert—Suggestions for streamers and cards prepared on a uniform style—The use of streamers is found very effective—Advertisements might carry out same decorative features as cards—Team play in publicity desired.

IT is not only on the field of sport that team play counts. Team play is the secret of success everywhere, and in everything. The biggest concerns succeed because of the perfection to which their organization has been brought; and organization is, after all, another word for team play.

It is particularly and essentially necessary to get the team play working when it comes to publicity. Each branch of the store service must be in line, if the best results are desired. The advertising must be backed up by window displays and proper showcases; and behind it all must be good store service. Success is achieved when all branches of publicity and service work together like cogs in a smoothly running machine.

A big sale is a test of the "team play" in a retail store. It is at such times that perfect system and cohesion are most necessary. The way to make a big sale a success, therefore, is to so completely link up the work to be done by each department that one will help along the other.

UNIFORMITY IN EFFORTS.

In preparing for the January clearance and whitewear sales, a definite campaign should be first mapped out. The planning of advertisements, window displays, cards and selling features should be done with a view to uniformity. Thus, all show and price cards should be done with a uniform style of border or ornamentation. The same color combination should be carried throughout. Using streamers in the windows is found an effective measure; and, in the preparation of streamers, the same style of lettering and colors as shown in the cards should be carried out. The effect of this measure would be to stamp cards and streamers in the public mind as features of a big special effort.

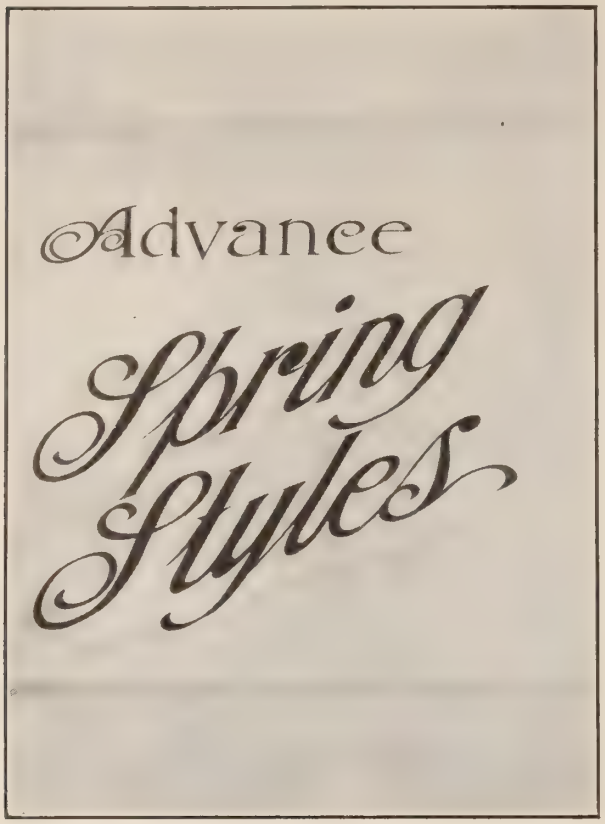
Uniformity in the matter of decoration could be carried still further. The border effect shown on cards and streamers could also be used for the newspaper advertisements. Seeing the same idea repeated so often, and in so many different ways, people would recognize it as a feature of this particular sale. It would have cumulative value from a publicity standpoint.

THE USE OF STREAMERS.

During a big special sale, such as the January whitewear effort, many ideas not resorted to at other seasons will be found expedient. Thus the streamer can be brought into action with splendid effect. Used in window displays or in departments, it attracts immediate attention and drives its message home to everyone that passes. A showcard talks to the public but its voice is not so loud that it will be heard above everything else. Now something in the stentorian order is needed for a special sale and that is where the use of the streamer comes in. It talks in unmistakable tones. It tells what is going on inside the store. People become interested—and the window displays and the showcards can be depended upon to do the rest.

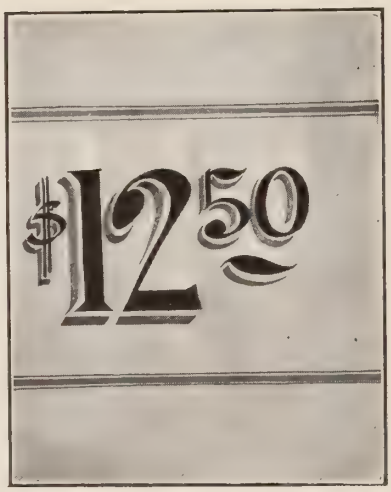
Two suggestions for January sale streamers are presented, together with suggestions for show and price cards. These streamers can be done on coated canvas or oilcloth and even on some kinds of cloth but best results are obtained when either of the first materials mentioned are used. Streamers can be obtained in any size. Some merchants secure them of sufficient size to stretch right across the front of the store but this method is somewhat lacking in dignity. The store front streamer is generally suggestive of the auction room and fake bankrupt sale. Effective use can be made of streamers, however, in

the windows and in the store interior. Running from four and a half to nine feet in length, they can be made attractive, as well as emphasis-giving, features.



Suggestion for show cards for January sales—The lettering is done in neat but not difficult style.

It is not necessary to go to any great expense in the preparation of streamers. The cost of one nine feet long will run from $1 to $1.50; at least, this is the range in price that The Review has found.

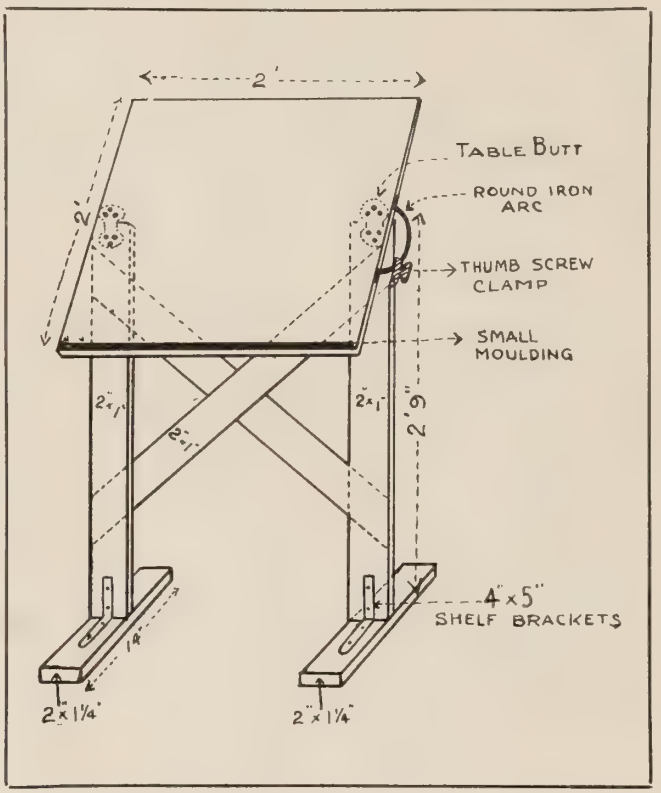


Sample of price card for use during special January sales.

UNIFORM STYLE ADOPTED.

It will be noticed that the cards show uniformity in style and decoration. Printed on a white background with green lettering and light green shading, they present an artistic appearance and would tone in well with displays of whitewear. The decorative scheme adopted is simplicity itself — lines printed top and bottom in the same shade of green adopted for the shading of the letters. On the showcard, a simple design has been introduced, which should be carried out on all cards used in store and window during the sale period. The same coloring effects were adopted for the streamers.

The style shown could be followed with success in preparing cards and streamers for the coming sales. If something more elaborate is desired, the card writer can prepare the necessary designs; but one point should be borne in mind. Carry the same idea and the same coloring scheme throughout.



A home made drawing desk made by clerk in Ontario store for use in card writing.

But after all this is but one phase of team play in publicity measures. The advertisement, the store window, the showcard and the streamer should all be made to work together so that the concerted nature of the campaign would make itself distinctly evident and impress the public with a sense of the importance of the event.

Lethbridge, Alta.—Southard's are holding a "retiring from business" sale.

Team Play in Publicity



Linking up the Ad. and the Display

MAKING the newspaper advertisement trot in double harness with the store window is the secret of success in winning results from publicity. This may sound trite but it is a truth which will stand repetition, for the reason that it has not yet been quite as generally recognized as it should be.

When the ad. and the window convey the same message, results can be taken as a foregone conclusion. People read the advertisement and their interest is aroused in the articles featured. They pass the store and find the same articles on display. In the window the goods look their very best and the arguments of the ad.-writer are backed up in the most emphatic and tangible way possible. The order may be reversed. Passing the store, the customer may be attracted by the display. On picking up the paper that night, the customer's eye encounters the forceful talk of the ad.-writer about these very articles and the impression made by the window is confirmed and strengthened. Together, these two mediums of retail publicity are invincible.



The accompanying illustrations show a window display and an advertisement which were run simultaneously by J. A. McNabb, with Richard Hall & Son, Peterboro'. Both display and ad. were of exceptional merit, but the interesting point is that they were designed along similar lines, the window showing the goods which the ad. was featuring. The connection was drawn a little closer by the announcement which appeared in the bottom panel of the advertisement, as follows: "Our windows are displaying some of these bridal goods and they should be closely inspected by everyone interested in June weddings."

A brief description of the display will be in order. The background was made with one-inch strips, covered smoothly with gray sateen. Fawn sateen curtains were draped from the background. By the use of a Japanese wisteria, a pergola effect was secured. On each pillar was placed a mauve lamp shade and two were suspended in the centre of the framework. The goods on display contained a wide range of articles which go to make up the trousseau of the June bride.

The Use of Photo Mounts for Cards

Artistic effects can be secured by lettering on photograph boards — The growing sense of the importance of showcards is leading to a continual demand for new ideas and improvements — Some card suggestions.

Written for the Review by A. S. Hardy, with Murray-Kay, Limited, Toronto.

IN VIEW of the growing sense of the importance of showcards, a higher quality of work is being continually demanded. Practical and artistic card lettering and designing is what the wide-awake merchant of the day desires—showcards with trade-bringing qualities. The result is a rapid development and the bringing out of new ideas.

Anything new or novel is sure to attract attention; in fact, novelty is one of the qualities most essential in a card nowadays. This does not necessarily mean new in the sense of first discovery but new to the locality. Hence, the card-writer is always on the lookout for new ideas. He has a wide and varied field from which to gather ideas and suggestions. He can get an idea here, a design or a suggestion for a design there and a color effect somewhere else; and by studious ingenuity he can use those parts that are useful and combine them with effective results.

The cards reproduced are all photograph mounts embossed—a new idea which promises to develop into a distinct card vogue. The two large cards are 12 by 14 inches with an 8 by 10 centre. Light tan was the shade with a double embossed dark brown stripe. The gift suggestion card was lettered in white, outlined with scarlet and shaded with grey. A spray of color was shown in the corner.

"Don't let your Christmas shopping go until the last few days" was lettered on the other in black and shaded with tan. The initial letter D was done in red. The panel was gold-edged with poinsettias in the lower part. This card is a practical one for the present moment. If every merchant were to put out a card where the public could see it, calling attention to the advisability of early shopping, the effect would be good.

The neckwear card was 7 by 11, lettered in old English in light brown and shaded with sepia, a spray of holly being shown in the corner.

The small card is a suggestion for a price card or for use in or on show cases.



Cards prepared by Mr. Hardy on photo boards. Description will be found in accompanying article.

Our Message to the Dry Goods Trade for 1913.

BUY AND TAKE DELIVERY EARLY

You Know Why

The W. R. Brock Company (Limited)
Montreal

Please mention The Review to Advertisers and Their Travelers.

OUR AIM

To retain our pleasant relations with the dry goods trade by continued good service.

Two advantages.

We have a group of factories, enabling us to offer you goods at manufacturers' prices.

We use the latest improved methods of handling shipments and filling orders.

RESULTS are the best proof that we can give you.

The W. R. Brock Company (Limited)
Montreal

Please mention The Review to Advertisers and Their Travelers.

Here's a list of clean, fresh dependable dry goods that you can buy, *and sell* with a good profit.

8D4 Recorder cotton suiting, 38-9 in. ..... .25
240 Bedford cord suiting ..... .18½
T28 Seersucker ..... .10
DL7 Cotton whipcord suiting... .18½
GG9 Cotton ratine ..... .18½
BF16 40 in. Wool serge..... .37½
WM149 40 in. Allwool cashmere. .25
CC164 Bedford cord, 48 in.....1.00
PF White pleated front negligee shirt .....$ 9.00 doz.
329 Negligee shirt, plain front ..... 12.00 doz.
332 Negligee shirt, pleated front ..... 12.00 doz.
Winnipeg Axminster mats at $2.00 and .....$ 3.25 ea.
Connaught white hemmed honey comb quilts, size 70x80, at ..... 1.00 ea.

A splendid range of ladies' and men's hosiery—the best we have ever shown.

Let's fill a sample order.

The W. R. Brock Company (Limited)
Montreal

Please mention The Review to Advertisers and Their Travelers.

STORIES of SUCCESS

Four Essentials Which Bring Success

Doing business on cash basis, giving prompt delivery service, good store service and advertising extensively, have been the main factors in the success of David Spencer Limited, Vancouver—Some interesting facts relating to this firm.

TERMS cash, prompt delivery of goods, quick service, and extensive advertising are four of the principal essentials in the conduct of any business, no matter in what line, that must be adopted if fullest success is to be attained. Recognizing this fact, the firm of Messrs David Spencer Ltd., of Hastings Street West, Vancouver, have closely observed these rules and the result is that to-day it ranks as the foremost department store in the Terminal city.

Five or six years ago Spencers was not the concern it can boast of being to-day. The original premises had a depth of between seventy and eighty feet with a frontage of slightly over a hundred. At the present time a stranger to the place would not fail to notice the extraordinary metamorphosis that has been effected both internally and externally. A few years ago it was found necessary to add to the premises. Later further additions were made to the frontage and plans are now being prepared that will again enlarge the store to meet the growing demands of the numerous clientele that this firm can lay claim to.

In this connection it is not at all improbable that in the course of a comparatively short time, the entire block between Seymour and Richards street will be absorbed. Considering the rapidity with which the business is developing, this will not surprise anyone acquainted with the place.

HEAVY ADVERTISING EXPENDITURE.

Since the firm commenced business here, they have recognized the value attaching to judicious advertising. This department is one to which the management pay more than passing attention. And in the hands of an expert, the expenditure under this head has been returned a hundred fold. Spencers pin their faith on trying to reach the masses rather than the classes—a policy that has had results of a most gratifying character.

The four daily papers in Vancouver are the medium through which they reach the buying public, and, under this head, it is estimated that their expense totals approximately five thousand dollars per annum. In addition to this, they have invariably followed the custom of issuing every half year, a comprehensive catalogue somewhat after the style of their daily advertisements, and which is mailed broadcast throughout this province as well as to distant parts of the Dominion and even into the United States. By both these methods they get the results they aim at.

Though attention is paid to all departments, special effort is made to educate the people through the mediums mentioned so far as the dry goods sections are concerned. These are branches of the vast business that H. H. Bishop the general manager, is improving from day to day and which it is his purpose to develop.

CASH BASIS FOUND PROFITABLE.

But while advertising has played a prominent part in the success that has followed the adoption of enterprising methods, not a little of that success is due to the system that was inaugurated at the beginning the carrying on of the business on a strictly cash basis. Ready money down is the motto that has been adhered to and it will be their motto so long as the firm continue to exist.

The deposit system is one which has found considerable favor among the customers of Spencers. By this means patrons can lodge to their credit with the firm any sum of money they wish and thus avoid the necessity of paying every time purchases are made. Spencers is one of the few firms in this city that have made a success of this.

With the cash system in force, the problem of accountancy is one with which they are not faced. Though the cash staff is a large one, matters are simplified to a great extent through rigid observance of this rule and bad debts are an unknown quantity, at least in the retail department. Hence the advance and progress that have been made within a period when many firms struggle to eke out an existence.

(Continued on page 71)

Eighty Years of Continued Success

Such is the record of Field and Bros. of Cobourg—A brief history of this interesting firm—Good service has been a factor in the building up of their business—Are good advertisers.

TO have been eighty years in the dry goods business is a record which few Canadian firms can claim. Eighty years ago the firm now, known as Field and Brothers, of Cobourg, Ont., was established and from that time to this the business has been carried on continually without interruption.

The late John Field, grandfather of the four brothers, who now conduct the business was the originator of the firm. Before coming to this country, he had kept a drapery store in Wiveliscombe, Somersetshire, England. Sailing from Cummage, Devonshire, in 1832, he arrived in Montreal after eight weeks time, and in Kingston after two more weeks of sailing.

At that time Cobourg was more of a business centre than Toronto. Situated on Lake Ontario and nearer Montreal, it offered much better opportunities to business men than Toronto at the same time. But it was not that in particular which attracted Mr. Field to the place. Business prospects were good, but in addition to that the Methodists were then building the Old Victoria College which meant education for his family. And to crown all, Cobourg reminded him very strongly of his home in Wiveliscombe.

Starting into business in Cobourg his first store consisted of a large room in an old log house where the city hall now stands. The business was conducted until 1857 when he was succeeded by his sons, John Collard and Correlli Collard Field. These two brothers carried it on continuously until 1898, when the entire business was taken over by John Collard Field whose four sons, John P. Frederick, Harry and Cyrus, now conduct the business. And now in the hands of the third generation, the eightieth anniversary of the firm is being celebrated.

UNIQUE LETTER OF CONGRATULATION.

Eighty years in business is a long time and few there are who can remember the establishing of the firm. Only a short time ago, however, Field and Brothers received a letter of congratulations on their eightieth anniversary from Mrs. John English, Ann Arbor, Mich. As a girl of five, Mrs. English had been one of the first customers to enter John Fields store, being sent by her mother to buy cotton balls for sewing patches. And now in her eighty-fifth year she is still active and enclosed an order for some Baldwin Bee Hive 4-ply Black fingering, stating that Field and Brothers was the only firm she knew of where she could get this to suit her.

GOOD QUALITY OF STOCK.

A very striking feature with regard to the store of Field and Brothers is the high quality of the goods which are kept. The policy of the firm has always been "give the best, and at as low a price as possible." Perhaps the greatest stronghold of the firm is amongst the wealthy farming classes. In the Summer, however, a great tourist trade is done. Co-



JOHN FIELD,

Founder of the business.



JOHN C. FIELD,



C. C. FIELD,

The two brothers who succeeded John Field, and conducted the business for many years.



An interior view of the store of Field and Brothers, of Cobourg, who have celebrated the 80th anniversary of the firm.

bourg being not only a very popular Summer resort, but also being directly connected by boat with some of the larger American cities, offers excellent opportunities to the merchant for a large summer trade. Catering to this trade not only causes the merchant to handle a high class line of goods during the Summer, but also to go in for quality goods all the year round. And through the Summer trade a mail order business throughout the rest of the year is built up. But although the firm has enjoyed the custom of the wealthy American tourists, they have never lost sight of, nor neglected their farm customers.

Another long established custom of the firm of Field and Brothers is to keep the most up-to-date line of goods. Special arrangements are made with firms to ship every month the very newest things in neckwear, collars, Irish lace, and novelties of all kinds. Thus the people come to look for something new every month.

CLEAR OUT OLD STOCKS.

But this leads to another custom of the firm. With new goods continually coming in, it becomes an absolute necessity to keep the old stock well cleaned out and not to allow it to get piled upon the shelves. Firmly believing that the first loss is the smallest, the firm have always adopted the policy of getting rid of old goods even if prices have to be greatly sacrificed. Special sales are held about twice a year to clean out all remnants and odd lines in the different lines in the different departments. New goods however, are held at the original price, no reduction being made on them during time of such sales. After stock-taking at the first of the year, a special effort is made to get rid of old goods, and when these are not moving out as rapidly as desired, a percentage of the selling price is given to the clerk who makes the sale as a stimulus to moving out old goods. Thus throughout the year a clean stock is kept right from cellar to garret. This in itself is one of the special features about the store and has often been remarked upon by traveling salesmen who cover Central and Eastern Ontario.

To give satisfaction, then, is the aim of the firm. Keep the newest goods in the best quality and always give value to the customer for his money. In short that is the policy of the firm. Let the quality of the goods speak for themselves; use the people right, give value every time, and then take a chance on results. An effort is made to meet the large departmental stores of Toronto exactly in price in every line of goods handled, although not exactly in stock.

STRONG ADVERTISING CAMPAIGN.

Advertising is another point upon which the firm lay strong emphasis. No personal canvassing for business is ever done, but large ads are run in local papers and in addition to that dodgers and large bills are distributed throughout the town at times of special sales. The calendar idea is pushed very strongly. Generally a certain day is taken for the giving out of calendars and on that day one is en-

closed with the parcels of every customer. A neat, attractive calendar is always given—one which will readily find a place on the walls of every home and not be consigned immediately to the waste basket. Thus the name of the firm is continually kept before the eyes of the people throughout the whole year.

The main part of Field and Brother's business has always been cash, although from the very first a large family credit business has been run. A strict policy of the firm has been not to give indiscriminate credit. Having been so long engaged in business in the one town, those who now conduct the business are thoroughly acquainted with all the people of the neighborhood and thus are in an excellent position to judge those to whom credit may be given.

But through discriminating, the credit business built up has come to be almost entirely with the high



JOHN P. FIELD,
Senior partner of present firm.

class trade. Large accounts are run, but statements are always rendered monthly or quarterly so that the situation is continually kept before the customers.

LOSSES ARE VERY SMALL.

The firms collections have always been looked after very thoroughly and of late losses have not amounted to one half of one per cent. Credit is also given tourists on Summer trade, and as yet the firm have never lost a dollar on it. In cases where customers are neglecting accounts, and allowing debts to run up, strong reminders are sent out, but it has always been one of the rules of the firm never to make personal collections.

The stock of the firm consists of heavy stocks of dress goods, silks, linens, all house furnishings and groceries. Although divided into different departments, the department idea is not carried out so fully that each clerk has to remain in his own circle, but is allowed to make sales in all parts of the store.

The foresight of the firm is shown by the fact that they have bought up a lot on the West side of the store, and right on the main street, so that at such time as they care to enlarge their business they will not be hampered by want of space. At present the store consists of three floors and a basement and a large warehouse in the rear serves as an excellent stock room.

Amongst traveling salesmen the store is known as one where courteous treatment is always received. This too has been an outstanding feature for many years.

As citizens, the Fields have always taken an active part in all questions of public interest. Both John C. and Correlli C. Field held seats in the Provincial Legislature, although at different times. Harry Field, too, has won great popularity as a citizen and has acted as school trustee, councillor, chairman of Finance, and Harbor Committees, and lately as Mayor. The four brothers now conducting the business are widely known throughout the country and are highly esteemed by all who know them.

Notes of the Trade

Moose Jaw, Alta.—On Monday night thieves broke into the premises of the Ideal Cleaning and Pressing Company, on River Street, and strewed the stock over the store, and then made away with goods to the value of $400, approximately, and not $800, as first reported.

A very attractive folder showing selections from the Spring, 1913, range of linoleum, floor and stair oil cloths has been issued by The Dominion Oil Cloth Co., Ltd., Montreal. While the manufacturers do not sell direct to the retail trade, they are distributing these folders to any merchants who desire them, in order to give them an idea of the wide range of patterns and colorings which may be procured from the jobbers. The illustrations show the actual designs and colors and the folder will no doubt be appreciated by the trade, as it also contains useful information concerning widths, lengths, etc.

Mr. Parks, Mr. Aldrich, Mr. Rundle and Mr. Ryan sailed on the "Caronia" on December 14, for Europe, on behalf of Millinery Commissioners, Limited.

Four Essentials Which Bring Success

(Continued from page 38)

"We try to make the store as attractive as possible, we try to give quick delivery and courtesy to each and every customer, and we believe this has had much to do with what success we have achieved," stated Mr. Bishop. "These rules we intend to strictly observe in the future as we have done in the past."

Firm's Rapid Growth Typical of West

James Ramsey Ltd., of Edmonton, started in business a little over a year ago and have now completed an addition, tripling their floor space—Principles which have been followed out with rare success.

THE story of the growth of the business of James Ramsey, Limited, Edmonton, is typical of the West. In no other part of the world does the spectacle present itself of a business growing to such large proportions in the course of a single year. Such things are possible out there in what has aptly been termed "the land of wealth, wheat and wonders," but it undoubtedly causes some degree of surprise in the mind trained to the more staid and steady progress of the east.

James Ramsey, Limited, started in business in Edmonton about the middle of September, 1911. Premises were leased, consisting of two floors and basement with a total floor space area of 20,000 square feet. It is asserted by those who should know that Edmonton has never experienced a boom, but that the activity and growth of the Albertan capital has been natural development accelerated by the city's rise in importance and the almost spectacular prosperity of the West. Certainly, however, the city was in the throes of a most rapid development about the time that the store of James Ramsey, Limited, threw its doors open to the public and this, no doubt, had its effect. Six months later, work was begun on an addition to the building. Exactly one year from the date of the first opening, the firm opened this addition — a thoroughly modern structure, containing 45,000 square feet of floor space. Thus the store now contains 65,000 square feet of floor space in all.

It is not yet possible to give a detailed description of the store, but the illustrations on the opposite page will give an idea of the dimensions and the modern equipment of the building. It has been modeled on the most improved ideas. A special feature is the amount of window display space provided, 410 feet in all. The store faces on three streets and the window space is apportioned as follows:—

60 feet on First street, 150 feet on Howard Ave. and 200 feet on Elizabeth street.

PROGRESSIVE PRINCIPLES ADOPTED.

The reasons for their growth are summed up by the firm as follows:- "We attribute our success to the fact that we are doing business on the latest principles of good merchandising. We are working on the principles employed by the successful stores of the East and the United States—that only reliable merchandise be sold, that the price include only a fair profit and that our customers get the best of store service."

GOOD ADVERTISING CAMPAIGN.

A brisk advertising campaign is conducted. H. A. Roth is the advertising manager, and the firm have secured striking results from their publicity efforts. Uniformity is a feature of their campaign. The name plate of the firm is always inserted at the top of the ad., and in the same place and certain typographical rules and ideas are observed which give to all ads. of the firm a degree of uniformity which stamps them at once as Ramsey ads.

James Ramsey formerly conducted a store in Guelph, Ontario, and, on going West, he took a large number of his staff with him.

A thoroughly modern system is being introduced. The methods which have been followed with such success up to the present will be continued. Quality and service are the keynotes of the store policy. By continuing to sell goods of satisfactory standard and by giving prompt and efficient service, Ramsey's, Limited, count upon maintaining their rate of growth.

The experience of the firm in question is not absolutely unique as many other Western firms have shown evidences of wonderful growth. In every case, however, the growth has been due to the adoption of methods of equal aggression.



Consistency in arrangement is a feature of the ads of Ramsey's, Ltd.



A view of the fur and ready-to-wear departments in the new store of Ramsey's, Limited, Edmonton.



A view of the main floor of the store of Ramsey's, Limited.



A view of the store of Brumpton & Dempsey, Nanaimo, B.C. A store with an exceptionally wide frontage.

Strict Cash Business Proves Profitable

Brumpton & Dempsey of Nanaimo, B.C., sell goods for cash only—Have been in new store for less than a year, and have been experiencing a healthy growth —Firm believers in the potency of advertising—Cater to ready-to-wear trade.

A NEW business but a rapidly growing one is that of Brumpton and Dempsey at Nanaimo, B.C. Although the store illustrated herewith is a new one, the members of the firm have been in business in other parts of Canada for many years. R. C. Brumpton ran a general store in Red Deer, Alberta, for twenty years, selling out to McLean Bros., of Stratford, Ont., in the Spring of 1911. He then went to Nanaimo and bought a men's furnishing business for his son, J. C. Brumpton. This store was carried on for about a year and then Mr. Brumpton bought a piece of property and proceeded to build a large store block. It being confined to a narrow frontage he had the building carried up two storeys only and secured the necessary floor space by spreading it over a large area. As will be seen from the accompanying illustration, the block has four entrances to the various departments. A modern front has been put in so that not only does the store present an attractive appearance, but splendid display facilities are provided.

MANY DEPARTMENTS HANDLED.

Business was started on a broad basis. Departments in dry goods, men's furnishings and boots and shoes were opened. Buying trips were made to the big centres to secure the initial stock.

The dry goods department occupies a space of 75 x 70 feet. The men's furnishings and the boot and shoe departments occupy spaces 20 x 70 feet.

Splendid display facilities are provided by the store windows. The windows are 10 feet deep thus giving good scope for the arrangement of sales-making trims.

The business is being carried on under the management of J. H. Dempsey and J. C. Brumpton while R. C. Brumpton, who resides in Victoria, goes down each week to give them what assistance is required.

GOOD PRINCIPLES ADOPTED.

Opening on Friday, September 13, one would suppose that the business was inaugurated under unlucky auspices. But there is one sure charm against ill luck in business and Brumpton and Dempsey adopted it. They have conducted business on the soundest of principles and have adopted aggressive methods. And they have succeeded.

SELL FOR CASH ONLY.

Perhaps the strongest feature of their campaign has been the fact that they sell for cash only. Merchants who labor under the handicap of having the biggest part of their profits on the books, often long for the chance to put their business on a strictly cash basis. Brumpton and Dempsey have done so and have adhered rigidly to that policy with the best of results. Losses from bad debts and the financial worries entailed in getting outstanding accounts collected, have been eliminated. The system was a success from the start.

Advertising has been undertaken on a liberal scale. The firm use the two local daily papers and one weekly. At that, they rely more on their window displays and have found that, as advertising features, they cannot be excelled. The windows are changed often and have certainly been found to yield results.



An interior view of the store of Brumpton & Dempsey, Nanaimo, B.C.

They are catering to the ready-to-wear trade and are not stocking as heavily in piece goods.

As stated before, the firm have been successful from the outset and, although, they have been in business in their new quarters less than a year, have shown evidences of healthy growth. The prospects for the future are bright. Nanaimo is a town with a "pay roll." It has been coming into prominence recently and is now forging ahead, with the certainty of becoming a large city in the near future.



View of main floor of B rumpton & Dempsey store.



The Buyer's Viewpoint

Decorators will find it necessary to select wallpaper especially for room where it is to go—The trend is toward plain effects—Something with reference to the latest drapes.

Wall Paper Styles for Spring, 1913

Suiting paper to every style of room will be necessary—Specialization becoming a feature—Plain effecfs will be shown largely—Papers designed for apartment flats—The popular shades and patterns.

IN choosing wallpaper the true decorator studies each room and applies only that paper which is suitable to that room. Year by year this is being realized more fully and greater care than ever is being taken to study exactly what is suitable to each room with its furnishing.

Wallpaper for 1913 will be mostly plain effects in ooze and cordova leathers, tweeds and burlap weaves, some stripes with broken edge and a lot of new backgrounds in chintz and diaper cloths. A great variety of designs in foliage with suggestions of flower and fruit are shown.

The English papers will be mostly in clear soft colorings of champagnes, greys, tans, apple greens for living room and a few choice chintzes and diaper effects for bedrooms.

PAPERS FOR APARTMENT FLATS.

This year will see a new departure in wallpaper. During 1913 many papers specially suitable for apartment flats will be shown. These come in soft grey and tan tones with tapestry and foliage effects or scarce set designs to match any style of draperies.

For trims or plain papers a lot of shandkydd and a lot of other English designs of bands or strappings are being used, making panel effects to suit each room.

Rather a new thing in ceiling papers is an English pebble imitating roughcast. This gives a very pleasing effect and applied in tans, greys and blues gives a very effective wall.

Several English and American manufacturers are still showing elaborate designs but mostly in milder colors in the more expensive papers. Leathers beautifully mottled in blending shades and some with an introduction of contrasting colors are specially suitable for dens, living rooms and dining rooms. Leathers in metallic effects will also be quite popular.

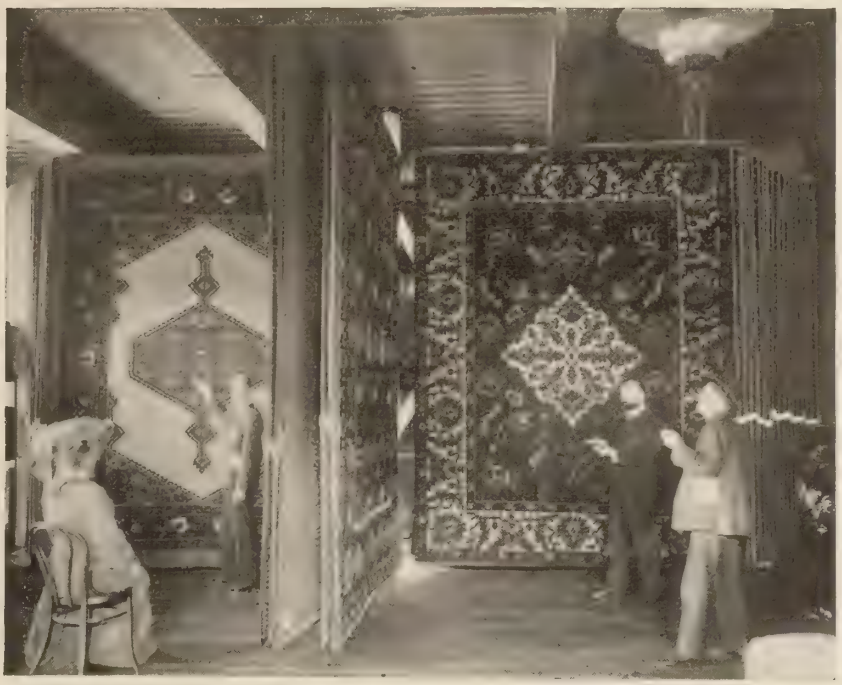
ORIENTAL STYLES SHOWN.

For sitting rooms and a few odd tea rooms Chinese and Japanese papers are being introduced.



A two-third treatment. Shown by Courtesy of Staunton's, Limited.

Best Display Racks



A corner of the rug department in the store of House & Herrmann, Washington, D.C., Best Rug Rack in operation

Showing Rugs Easily

is not a matter of strength and ability to wrestle huge piles of floor coverings, but simply the installation of modern store equipment which enables the salesman to show to advantage in a few minutes what otherwise would take him ten times as long and then under the greatest handicap.

The Best Rug Display Rack

is the most practical on the market regardless of price. It works so easily that it is a pleasure not only for the salesman to show his stock, but is a relief to the customer as well. The old laborious method is anything but productive of sales, it tires the salesman and worries the customer. The "Best" way gives all round satisfaction and pays for itself in increased sales.

Send for illustrated catalog to-day.

JOHN H. BEST

235 South Exchange Street, Galva, Ill.

Also Builders of Linoleum, Comfort, Blanket, Lace Curtain, Drapery and Portiere Display Racks.

Some Japanese designs introduce landscapes and lanterns amongst the foliage. In these brighter colorings are more prominent and in their quaint designs give a very distinctive effect to the rooms.

Cutouts will be used very largely again next season, the only change being that the upper cutout will not be quite as elaborate as during 1911-12.

Bands will form a very prominent feature and will be used extensively as a trim below the mouldings or above the base—also around doors and windows.

Rather a special feature will be air blend papers all done by hand and made specially to customers' orders. Through being all hand done these are very well blended and present a very pleasing effect for all styles of living rooms. In these the Blake design used as a strapping on the blend is almost as effective as the shand kydd and not quite as expensive.



A new line for 1913 with cut-out border and base trimmer. Shown by Courtesy, of Staunton's, Limited.

But above all the main feature during 1913 will be to decorate rooms with only that paper which will be most suitable to the purpose for which the room is used and also to the furnishings.

Handling Vacuum Cleaners

Opportunities in selling these implements which merchant should consider — Their various uses in the store.

The dry goods merchant who seriously considers the degree of perfection that has been attained in the manufacture of vacuum cleaners, will realize that they should not only be a profitable line for his housefurnishing department, but that the use of one in his store would enable him to keep his shelving, his floors, his carpets, draperies and his stocks more thoroughly dust-free. Further, his place of business can be made to demonstrate the advantages of the vacuum cleaner, and therein he has one of the strongest selling arguments with those who are at all interested in easier and more effective housecleaning.

Large departmental stores have at once appreciated the force of these facts. Many of them have special sections devoted to vacuum cleaners, and when placed in charge of capable salespeople results have certainly been worth while. At the same time, cleaners have been applied to good purpose in the store. Dust is no longer a serious detriment to absolute cleanliness. In the millinery or ready-to-wear departments, for example, the carpets, draperies and upholsteries never lose that fresh appearance which is the first sign of a well-conducted business. A large part of the work that was left for the semi-annual or quarterly cleaning is now done much more frequently. The vacuum cleaner is simplifying this work and what it is doing for the store it will do quite as effectively for the home, for the hotel, for the business office and in fact for any establishment where dust has to be fought. There is certainly a wide field of opportunity open to the merchant who handles this line properly, who gets after the business in a convincing way. Why should it not be the dry goods man?

Laborious processes of interior cleaning are now being passed up for the more sanitary, efficient and modern method. In fact, the vacuum cleaner can be applied to purposes which could only be half done by the somewhat superficial application of the old way. With every machine, there are special tools for specific purposes. Thus there is an attachment for cleaning the edges of the stair carpet, for cleaning around the buttons of furniture, draperies and mattresses, and also for blowing; there is a round brush for clothing; a tool for cleaning the tops of baseboards and moulding, also one for massage, a felt attachment for polished floors and walls, an adjustable jointed brush for walls and also a brush for books. These are some of the functions performed with ease by a vacuum cleaner, but which consume much time when imperfectly done by hand, and even then the work is not always well done.

(Continued on page 56)

"WATSON-FOSTER"
WALL PAPER

AND

1913

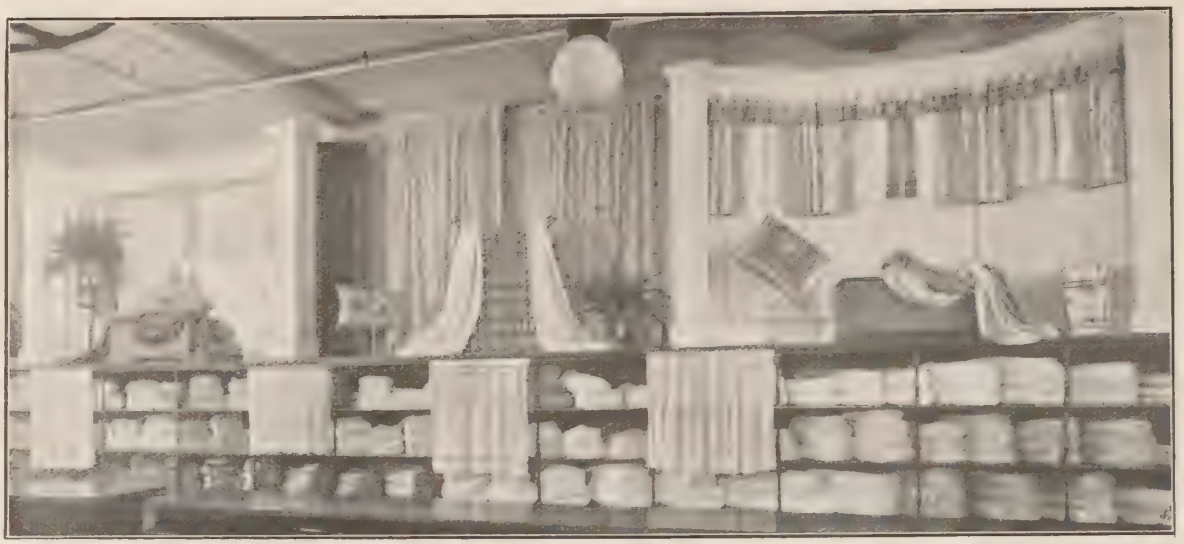
IS CERTAINLY A STRONG COMBINATION

OUR BEST WISHES

THAT IT MAY PROVE
A PROFITABLE ONE TO

YOU

THE **WATSON, FOSTER CO.** LIMITED
MONTREAL



Department arrangement and suggestive overhead decorations showing stock in simple draperies and window treatment. Materials are combined to good effect.

Increased Interest Needed in Draperies

Merchants should give more attention to this branch—Salesmen should be equipped to give practical advice and suggestions—Some of the most attractive forms of drapery for windows—How to arrange them and what they will cost.

Written for The Review by Mr. Screaton, manager of Drapery Department of Robert Simpson Co., Toronto.

EVERY one who has given any thought or attention to the growth of the drapery business, that is, the furnishing drapery business, not only in Canada, but throughout America during the past ten years, must have been struck with the possibilities for developing along this line by the retail merchant. Apart from a few of the big stores in some of our larger commercial centres, there appears to be no intelligent or well directed effort made, on the part of the storekeeper, to develop this most important and profitable adjunct. In any of the larger stores, one can see, from the enormous volume of trade which is done, from the extensive facilities for the showing of the goods, and the demonstration and application of the various fabrics, from the large factories which are kept busy the year round in the completion of special orders and contracts for drapery work, from the staff of experts and artists who are employed in this branch of the business alone the extent of the trade which is done. And yet this most profitable department is so neglected in the ordinary store throughout the country, that the extent of the facilities for grasping even the smallest portion of this business is restricted to a few pieces of goods, perhaps not too carefully selected, in the charge of a salesman who does not understand their application and perhaps, takes no interest in acquiring knowledge of the way in which these fabrics are to be used by his customers. It is an unfortunate fact that many of the ladies who, at the present time are buying curtain and drapery materials in the smaller centres, have a better knowledge of the goods themselves, and the way in which these goods are to be applied, than has the salesman. The reason for this being that on one hand there has been an interested study of articles in the various ladies' journals, which give from time to time, more or less valuable information on the subject, and on the other hand, nothing stronger than a desire to make the sale at a price per yard of the goods which happen to be on the shelf.

Apart from the important study of the principles of complete home furnishing and decoration, which will be taken up in the subsequent issues of this paper, there are innumerable minor, but most important laws governing the use of all of the different fabrics which are applied in decorative furnishing, and only the salesman who understands these laws, can hope to cater successfully for the business in his community. Each curtain material has its own special adaptation. With every different material there is a special way in which this should be used, and particular reasons why it should be applied in preference to all others.

SHOULD ADVISE INTELLIGENTLY.

To intelligently serve the customer at the counter in the drapery department, the salesman must first get from his client complete data regarding the purpose to which the material is to be applied, then,

SPRING 1913

Linoleums
Floor Oil Cloths
Table Oil Cloths

MADE-IN-CANADA

ILLUSTRATED FOLDER 1913 We have just issued, in a convenient size for mailing, a folder showing a fair representation of our range of Linoleum and Floor Oil Cloth patterns for 1913, in actual colorings. These folders give useful information concerning widths, lengths, etc., and we would be pleased to send one to any dealer in these lines who has not already received a copy.

OUR GOODS ARE HANDLED BY ALL THE WHOLESALE DRY GOODS TRADE

MANUFACTURED BY

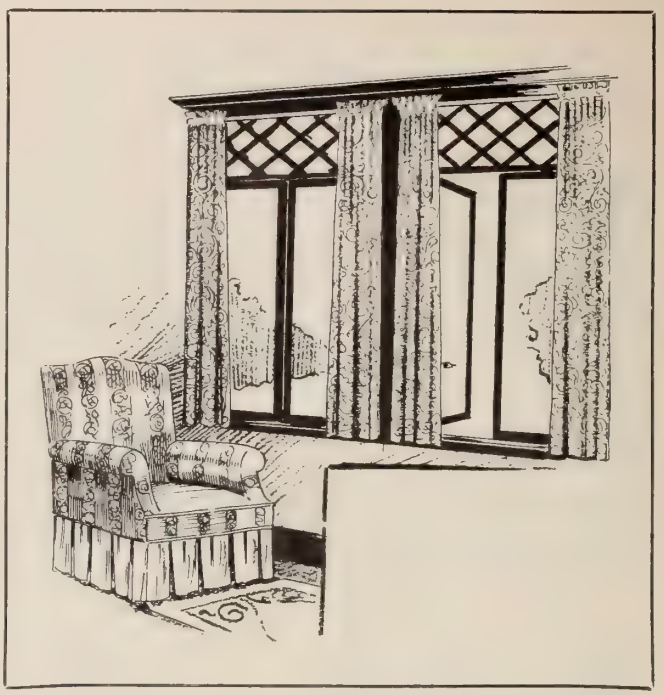
THE DOMINION OIL CLOTH CO., LIMITED

MONTREAL

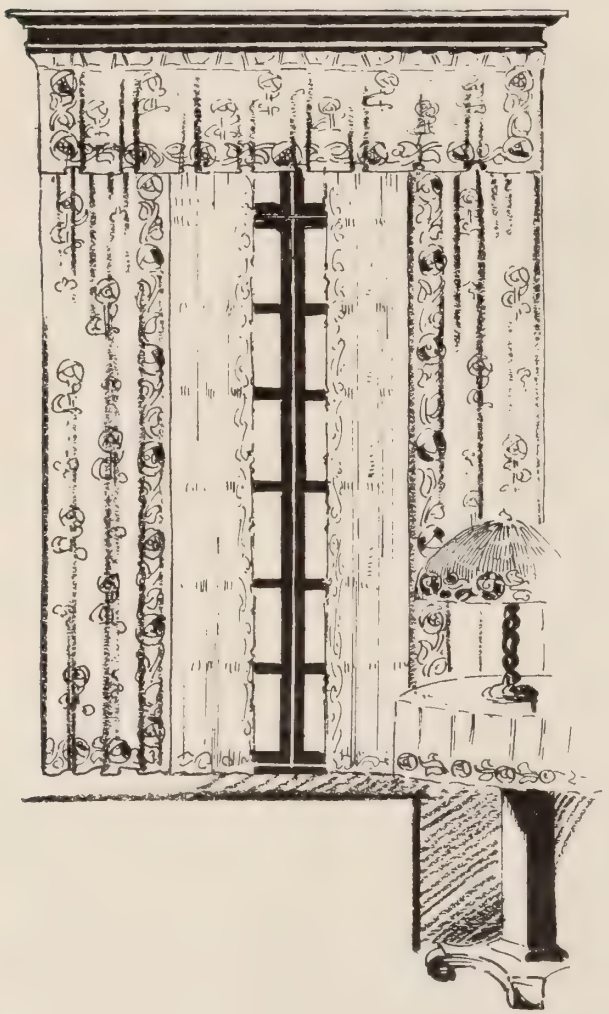
from his knowledge of the materials which he has for sale, and their adaptability to the various purposes for which such goods are required, he is in a position to advise quickly and accurately how, when, where and why, the goods should be used. The ability to inform a customer quickly and accurately of the amount of material required for the treatment of any window which she is considering, is of paramount importance to the salesman, and the smallest amount of application will soon enable anyone to do this without difficulty. The proper material to use for this particular purpose, requires a great deal of thought, study and experience, but if one or more materials, with their ways of application, are considered at a time, it will be only a short time before any salesman interested in increasing the knowledge of his goods will be in a position to speak with authority in offering advice to his clients.

TREATMENT OF BAY WINDOWS.

In order to encourage thoughtful consideration of the drapery questions, and with a view to developing a uniform method of studying the requirements of any window for which curtain treatments are required, we give herewith a resume of the questions which must come to the mind of the salesman in effecting the sale of a suitable treatment for a window, such as we show in our illustration. For an example:—we show herewith a small sketch of a bay window treatment in the average home; 6 feet from the top of the casing to the sill. The centre window is 42 inches wide and the two side windows 28 inches wide, and the distance from the floor to the sill is 34 inches. We have taken this as a concrete example of the possibilities of inexpensive and yet effective drapery treatments, with which every drapery salesman should be familiar.



Simple casement window drapery showing straight sill length curtains on brass rod with ball ends. Upholstered chair to match.



Casement window draperies with shirred heading, suitable for different combinations of Madras scrim net or laces. See description and estimate.

The material used for the glass curtains, that is, the curtains which hang on window next to the glass, or next to the shade, if a shade is used, is Scotch madras, 45 inches wide, which sells at 40c per yard. This is hung on small brass extension rods, by making a double heading at the top, and a 3-inch turned hem at the bottom and shirring the curtain onto the small extension rod. The object of using this double heading, when it is to be covered up and will not be seen, is to provide for shrinkage, as madras, which is so useful for many purposes, will shrink very considerably the first time it is laundered, so that provision must be made for letting down an amount which will vary from 1 inch to 2½ inches in each yard, depending on the quality of the material, when the curtain has been washed.

Fifteen cents apiece will cover the cost of the extension rods, while 9¼ yards of madras will make the curtains, allowing for hems and headings; this provides for the use of a pair of curtains on the centre window and a single length of madras on each of the side windows, which can either be divided



Pat. Nov. 8, 1910.

The wheels on the nozzle, exclusive with the "Eureka," make the machine very easy to operate.

Send for an "Eureka" and try it in your department

A DEMONSTRATION of this wonderful Electric Suction Cleaner will prove more than all we can say for it

These cleaners in your carpet and drapery departments will prove to be a profitable line to handle, They are easily demonstrated and are so superior to the electric vacuum cleaners on the market at even more money that you will find them ready sellers. Send for one on trial.

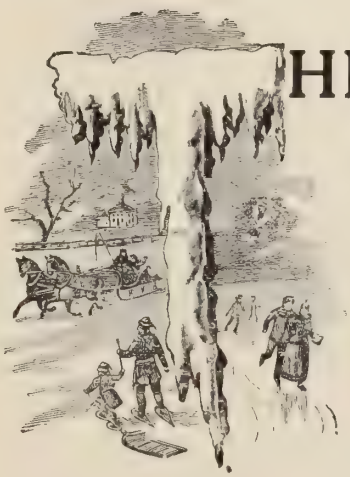
Illustrated Booklet and Trade Discounts on request.

Onward Manufacturing Co.

BERLIN, ONTARIO

Toronto Show Rooms - 423 Yonge Street

Western Distributing Agents:
Moncrieff & Endress, Limited, Scott Bldg., Winnipeg, Man.



THE CANADIAN WINTER AND DEARDEN QUILTS

The growing popularity of the Dominion of Canada with the "Old Country" people and the fresh air agitation that is gradually taking hold of the better class of people, is creating no small increase in demand for

Dearden Quilts

The open window in the sleeping room and the Dearden Quilts are strong allies of good health.

Our 1913 range is an assemblage of the best sellers we have yet brought together in a complete line. Don't miss seeing and comparing our values.

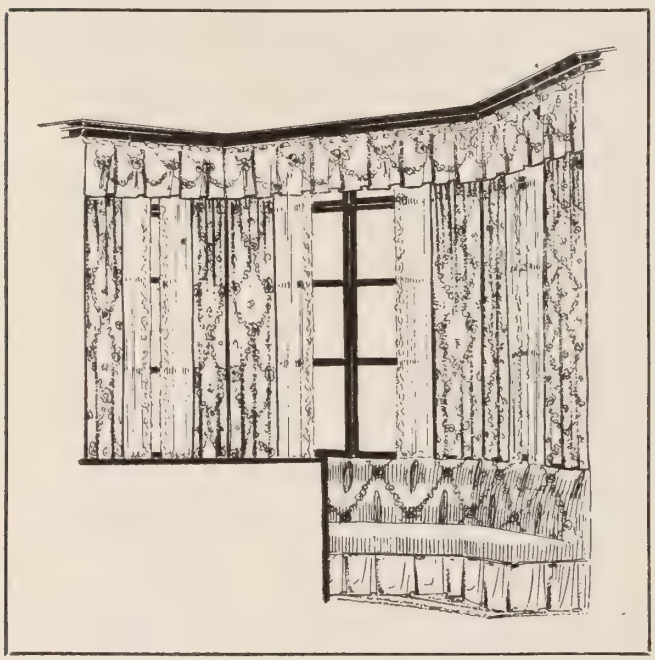
R. H. COSBIE, LIMITED

IRISH LINEN AGENCY

TORONTO - - - ONTARIO

in the centre or left to hang plain the full width of the window, as desired. Thus, for an expenditure of $4.15 we have provided very pretty and serviceable glass curtains for the three windows.

The material shown for the side curtains and valance, is a pretty English chintz, 31 inches wide, which sells at 35 cents per yard. These are hung with rings and hooks on a wooden curtain pole, 1 inch in diameter, one width being used on each of the outside points, and one width at each of the angles, the quantity required for the side curtains alone being 8¾ yards, which allows for hems and headings. The box pleated valance on a window



Suggestion for bay window decorative treatment in simple design. Net curtains and art drapery with box pleated valance and seat to match.

of this size, should be about 10 inches deep, and in order to give suitable fullness, should have six widths of the material, which would, of course, have to be matched and would probably be cut about 15 inches long, and sewn together and hemmed at the bottom and top. This is hung on the same wooden pole which carries the side curtains. A tape about 1 inch wide is sewn across the back of the valance, after the box pleating has been adjusted to the required width of the window, and on this the hooks are sewn. (Note:—"particularly, do not use the abominable safety pin, and drapery hook combinations, which are so frequently used for hanging curtains. Use a proper lambrequin hook, which will be sewn onto the curtain itself, and not attached to its by means of a safety pin.") The total cost of the chintz, 11¼ yards in all, would be $3.94. The cost of the pole complete with ends, rings and brackets, would be not more than $2.00, so that for the expenditure of about $10.00, a customer can be provided with a complete equipment for the treatment of a living-room bay window which will be both serviceable, artistic and economical.

Taking the example which we used above, in the first place. we have used a Scotch madras, which is sold by the yard in preference to lace curtains by the pair. Why? We are studying economy, trying to produce the most artistic effect possible for the money. Two pair of curtains of the ordinary kind which will give as good an effect as does this madras would cost more than double the money.

MOST ECONOMICAL MATERIAL.

The room is a living-room which is in constant use and the curtains will require to be laundered frequently. We have chosen the madras because of all curtain materials it is the easiest washed, requires no stretching when it is being dried, and curtains can be taken down, washed, dried, ironed and hung within three or four hours. It is a very serviceable material, is to be had in very attractive and artistic designs, and is inexpensive.

For the overcurtains, English chintz has been chosen, because of all possible materials for a drapery of this kind, at a moderate price, it is the most pleasing in appearance. It is possible to secure designs, which, both in detail and in coloring present as fine an effect, as is possible in a very costly fabric, and all this at a cost of only from 35c to 50c per yard. The colors are almost permanent, will stand any reasonable amount of sun and exposure to the light without fading. They can be washed without the brilliancy being effected in the slightest degree. The material is easy to make up, and anyone with any sense of the artistic or beautiful, by using chintz for curtains, hangings, portieres, table covers, furniture covering, box covers, mantle shelf draperies, etc., etc., can, at a very low cost make a most attractive and cosy looking room.

MAKING UP THE CURTAINS.

With the present extraordinary demand in all parts of the country for chintzes, cretonnes, taffetas and all printed fabrics of this kind, the merchant who will prepare a display of these materials—a half dozen good and well selected patterns will be enough to make a very good showing—and will provide, to serve the public, salesclerks who know the use and adaptation of the materials, cannot help to develop within a short time a very considerable and profitable business. It may be that he will be confronted with the difficulty of having his customers ask to have these curtains made up, and if so, all that will be required will be a sewing machine in the store, and the leisure time of a saleslady, acting under the direction of the person in charge of this part of the business, and the curtains can be made up quickly and profitably. For, of a certainty, a charge will be made to the customer, in the first place, for the knowledge of how to do this work, and in the second place, for

Oriental Rugs

To wholesale buyers:

Buyers visiting Toronto during January and February are cordially invited to visit my wholesale warehouses where they can see a very large and most complete stock of all sorts of

Persian, Turkish and Indian Rugs and Large Carpets

I have the largest stock in Canada for immediate delivery and import orders taken now for next Fall delivery—Mail orders promptly attended to.

L. Babayan, Direct Wholesale Importer

77 Bay Street -::- Toronto, Ont.

1913 Importation of Rugs

AN EXCELLENT SHOWING

We are prepared to offer the Canadian trade as worthy a showing of Imported Axminster Rugs and Mats, Seamless Imitation Oriental Rugs and Mats, New Fibre Matting, Curtains, etc., as has ever been our privilege to present to the trade since our establishment in Canada.

Our representatives are now on the road with the complete range and will be pleased to put it before you for your approval.

OTTO T. E. VEIT & CO.

Importers and Commissioners

Showrooms: 726 Empire Bldg., 64 Wellington St. West, Toronto

PHONE MAIN 2592

having it done. The proper charge to make to the customer for drapery work of this kind, will vary in different localities, but the minimum for first class work should be from 20c to 25c per hour, and its must be firmly understood from the beginning that the workmanship end, in this part of the business, if it is to be carried on at all, must be carried on at a profit, and an adequate return must be had for the time of the employes engaged.

WINDOW SEAT SUGGESTIONS.

There will be seen in the illustration, under the bay window, a suggestion for a window seat with box pleated valance, which would be carried out in the same material. On another page is also shown, a treatment of a simple casement window with straight sill length curtains of chintz with a chair upholstered in the same fabric.

The sale of drapery materials is absolutely and entirely a matter of suggestion. At the present time, with the prosperity of Canada, people are interested in the development and beautifying of their homes. It remains only for the merchant to place, in an attractive, pleasing manner, keeping in mind, the limitations of the purse of his clients, the facilities which he has to offer in the way of completing artistic drapery schemes, and he must develop within a short time a very considerable and profitable business.

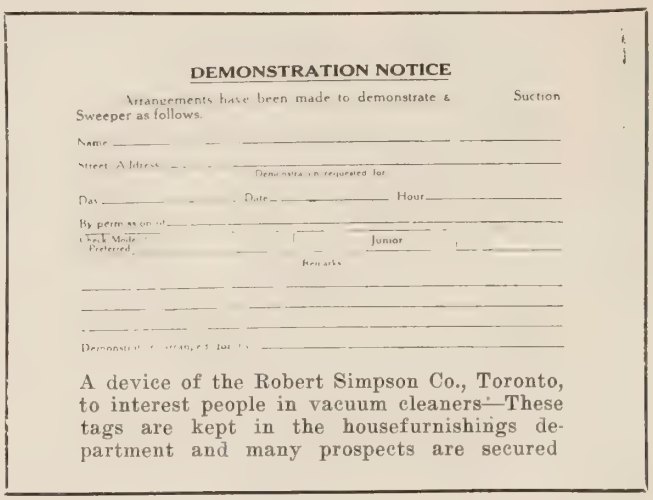
Show the people the goods which you have to sell. Show them the way in which these goods are used. Make up from rough materials at your command in your spare time, or the spare time of your staff, a rough frame of a window. Have one of the girls make up a pretty pair of madras curtains with chintz overcurtains, and valance, hang them on the window with the kind of rods and fittings which you have to sell, put a price on them, show how pretty a window can be made to look, and how cheaply it can be done, and you will get business, and business that will pay a profit from the start, and will develop beyond your fondest expectations.

JOHN R. FOSTER & Co.
LONDON, ENGLAND, Established 50 Years
Manufacturers of
Upholstery Trimmings and Sundries
Curtain Borders, Edgings and Cords, Curtain Holders. Fringes (all kinds). Furniture Gimps, Cords and Buttons. Cretonne Bindings. Mattress Bindings. Carpet Bindings. Blind Cords, Frings, Laces and Tassels. Chair Webs. Twines, Buckrams, Hessians and Scrims. Artistic Embroidery of all styles.
City Warehouse — 44a, GUTTER LANE, E.C.
Factory—3 & 4, Winsley St. and 50 & 51 Castle St., East, W.
AGENTS IN CANADA:
For Ontario and Quebec—Edgar Fenton, 713 Empire Bldg., Toronto
For the Western and Maritime Provinces:
J. B. Henderson & Co., Ltd., 77 Wellington St. West, Toronto

Handling Vacuum Cleaners

Continued from page 48

The fact that prices of vacuum cleaners for domestic, store or office purposes range from $25 to $300, immediately indicates the extent of the opportunity to the person who undertakes their sale. The hand power machines, operated by the person who is doing the cleaning or with the assistance of another, has been found to be very satisfactory in homes of moderate means or wherever power is not available. The motor-driven cleaner is a powerful machine which can be applied to the heaviest as well as the lightest and most delicate kind of work. There are also machines which may be placed in the basement of a building, and the air applied through a baseboard connection. In the most perfect machine of this type the dust collector is always on the floor when the cleaning is being done thus overcoming the danger of the pipes leading to the basement becoming clogged as in the case of cleaners not equipped.


DEMONSTRATION NOTICE

Arrangements have been made to demonstrate a Suction Sweeper as follows.

Name _____

Street Address _____

Demonstration required for

Day _____ Date _____ Hour _____

By permission of _____

Check Model Preferred _____ Junior _____

Remarks

A device of the Robert Simpson Co., Toronto, to interest people in vacuum cleaners—These tags are kept in the housefurnishings department and many prospects are secured

It will thus be seen that the modern vacuum cleaner is a highly efficient implement and one that must enter more and more into considerations making for cleanliness and sanitation. With the New Year, the dry goods merchant should give some thought to this matter.

Winnipeg, Man.—A new store opened and known as The Clothes Shop, Ltd., had a very busy day on Saturday. Three stores at the corner of Portage and Carlton have been thrown into one large, spacious show room. The interior fittings and decorations are mission oak, trimmed with oxidized bronze and fronted by aisles of the new all glass sanitary show cases. A large stock of clothing, gent's furnishings, hats and furs is shown.

St. Catharines, Ont.—It is announced that the Warren Knitting Co. will double the capacity of their factory during 1913.

May 1913 and Staunton Wall Papers Bring You Prosperity and Happiness.

Every Year,
Every Month,
Every Day,

we are planning better services for the Wall Paper Dealer. Not content to rest on past successes, we are providing him with better opportunities for profitably handling the Staunton Lines.

We shall gladly serve you in 1913.

STAUNTONS LIMITED
WALL PAPER MANUFACTURERS
941 Yonge Street, ∴ TORONTO

For the January Bedding Sale



Don't overlook the fact that we have three months of cold weather ahead of us yet. Will your comforter stock meet your requirements?

We are at your service for sorting orders, and can rush delivery on cotton filled quilts especially. Get in touch.

The Toronto Feather & Down Co., Limited

35 Britain St., Toronto.

EASTERN AGENTS:
J. F. Hughes & Co., Cor. St. Catherine and University Sts., Montreal, Que.

The advertising campaign for the year should be carefully planned out at this time. Some essential advertising features.

GOOD ADVERTISING

Planning the Advertising for the Year

The campaign should be mapped out at the first of the year—What appropriation should be allowed?—Opinions are widely divergent on this point—Setting aside a sum for borders is found to pay—Arranging contracts with publishers.

ADVERTISING has become such an important part of the retail business that the merchant cannot afford to conduct his publicity department on a haphazard basis. A well-defined policy is required, to cover every phase of the work.

Thus, at the first of each year, the advertising plans for the year should be drafted up in as far as it is possible to arrange such matters in advance. The general policy should be outlined. Appropriations should be settled and a general plan drafted up for the expenditure of the sum set aside. A certain amount would be settled for newspaper space, catalogues, cuts, etc. An appropriation would be settled upon for window dressing. A lump sum might be set aside for other publicity measures and for incidentals.

The advantages of this plan will readily be seen. Knowing just how much he can afford to spend, the advertising man will be able to map out his campaign to better advantage. He will not, for instance, run into such heavy outlay during the Spring and Summer that, when Fall openings and the Christmas season come along, he will be hampered by the lack of appropriation. Being aware of how much he will have at his disposal, the advertiser is in a position to apportion the proper share of the appropriation to each season according to its needs and importance.

BASED ON LAST YEAR'S TURNOVER.

A dry goods man, who is acknowledged to have been a very successful advertiser, states that the rule he has always followed has been to fix his appropriation at the first of the year, basing it on the turnover of the past year. "Some merchants regulate their expenses on the business they expect to do," he states. "My plan has been to regulate expenses and advertising on the business which I have done. Even when I feel that I can count with every degree of certainty on a substantial increase in turnover and revenue, I do not allow myself to anticipate the increase in settling my maintenance costs. This plan may appear conservative to some, but it is sane and sound."

WHAT APPROPRIATION.

Opinions will be found to differ widely on the matter of the size of the appropriation for advertising. Some believe in liberal measures; others are inclined to fight shy of running into heavy expense.

One dealer writes to Dry Goods Review that he allows "three per cent., provided that it is confined to actual cash outlay and does not include time of writing and preparing copy." He goes on to explain that this appropriation covers everything which could be counted in as publicity measures, such as subscriptions to public and charitable causes, advertisements on church programmes, sign boards and so on.

An appropriation of 3 per cent. is undoubtedly larger than the great majority of dry goods merchants allow. Many firms doing a yearly business of $100,000, or even more, do not spend more than $1,000 in newspaper space yearly. While their expenses for window trimming, cuts, etc., would run up to a pretty figure, the total would not be more than 1½ per cent. on the turnover. One case comes to mind where a firm of long standing, doing a $60,000 business in a fairly brisk Ontario town, spend the sum of $400 yearly for half-page space in the one local newspaper. Their other publicity measures bring the total expense of the department up to a little over $500 for the year, or less than 1 per cent. The firm in question are favorably placed to keep expenses low and other stores could not expect to get as good results on so small an expenditure. It is generally the case that the appropriation for advertising grows larger in proportion with the size of the city. This is not an absolute rule, however. The merchant referred to above, who allows 3 per cent., is doing business in a town not much over $2,000 in size, thus providing the exception.

It is, of course, a matter for the judgment of each dealer. What suits one dealer would never do for another owing to divergent conditions. No hard and fast rule or average can be established in the matter of an advertising appropriation.

In view of the importance of having the advertising campaign mapped out well in advance, it is surprising how few merchants have even really figured out a definite appropriation. The plan of the average man is to contract for whatever space he requires from time to time, getting as low a rate as he can arrange, and meeting other expenses as they arise. This plan results very frequently in heavier expenses being entailed than would otherwise have been the case.

DRAWING UP CONTRACTS.

At the first of the year, merchants should go carefully into the matter of their advertising contracts with the publishers. Many questions can be settled on a much more satisfactory basis before a contract is signed than after.

What the merchant can expect and what he can do under his contract should be clearly understood. The writer knows of one dry goods dealer who is so hedged in by restrictions that his advertising campaign is seriously hampered. He cannot, for instance, use either more or less space than he has actually contracted for on the page where the advertisement runs. If he wants to make a special announcement it must run in some other part of the paper, in addition to the regular advertisement. He cannot get anything in the way of special display type, panels or borders other than is used in all other ads. in the paper regularly.

Few merchants are hampered by such cast iron rules; but there are always points which might be settled in advance to the mutual satisfaction of both publisher and advertiser.

PAYING FOR SPECIAL FEATURES.

In arranging the appropriation it will be found advisable to put aside a certain amount for the purchase of cuts and, in cases where the stock of the publisher is not extensive, for special borders. Originality is a very desirable quality and this cannot always be obtained when the advertiser has to depend on the stock of the newspaper. While there may be a number of suitable borders carried, they will be in demand for other advertisements and will, therefore, be used often and perhaps even be duplicated in the same issue.

The expense involved is not heavy. For the sum of $1.65 a Christmas border 24-inch font, one-half inch wide, showing bells and holly, can be secured. To enclose a good-sized ad., it would be necessary to secure two fonts at an expenditure of $3.30. This



A well laid out advertisement.

border would be rather elaborate and an equally good effect could probably be obtained by purchasing a narrower one. A border, one-quarter inch wide, 36-inch font, can be purchased for $1.30. This would serve for the average sized ad. Thus, on an expenditure of $1.30, the advertiser could insure for his advertising space a feature that would be quite his own. This appeals to one as a very sensible investment.

Suitable borders can be secured for all seasons and occasions.

A COMPROMISE REACHED

Ottawa,, Dec. 17.—New cartage tariffs of fifty cents per ton and fifteen cents for packages known as "smalls" were to-day fixed by the Railway Commission at the conclusion of the hearing of the application of the railways to issue increased tariffs of sixty cents for smalls at Toronto, Hamilton and Montreal, and fifty cents per ton and fifteen cents for smalls at other points. The shippers made a compromise offer of forty cents on some classes and forty-five cents on others of freight and fifteen cents for smalls, so that the decision splits the difference.

Portage La Prairie, Ont.—Furs to the value of between $900 and $1,000 have mysteriously disappeared from the store of William Garland & Co., and every effort is being made by the police to locate them. A reward of $50 has been offered for their recovery, and the police of nearby cities have been

Good and Bad Points About Headings

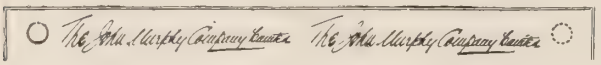
Drawings should not be made dark and close or they reproduce badly—Originality in firm heading is essential, but strength must also be lent—Something about borders—Featuring leaders in heading.

A GOOD share of the success of an advertisement lies in the heading. Distinctive headings, with the necessary emphasis-lending strength, command attention for the advertising matter that follows. A weak heading condemns an advertisement on the first glance; and unfortunately some people are satisfied to judge on the first glance. It is thus apparent that the heading has a great deal to do with the amount of attention that an advertisement will command.

A few samples are submitted of headings culled from newspapers in all parts of the country. Various styles are shown. Two of the headings, featuring the firm name prominently, will be dealt with first.

ORIGINAL BUT NOT STRONG.

The heading of the John Murphy Co. would be peculiarly effective but for one fault. It lacks strength. It is original and would stick in the reader's memory so that it would be recognized on every



appearance at a glance. Standing at the top of a large and solid advertisement, it is of too modest and retiring a nature to perform the necessary function. Had a larger signature plate been made and the space filled with one signature in the same style, the effect would have been bettered ten-fold.

The order is reversed in the case of F. Perkins & Co. This heading does not lack strength but it does lack in originality. A further fault is found in the introduction of so much matter into the head-



ing. Address, slogan and selling suggestions have been jumbled in together too closely for a good effect. Had the shopping suggestions in each corner been boxed in, the heading would have been much more striking.

HINTS ON PICTORIAL HEADINGS.

In designing a pictorial heading, care should be taken to see that the design is not too close for good reproduction by a newspaper press. A good pictorial heading is extremely effective but a poor one is decidedly worse than nothing. When the drawing is made heavy, it may show up dark and indistinct and the appearance of the whole ad. will suffer as a result.

The Santa Claus heading reproduced can be cited as a bad example. Santa Claus himself has been



depicted fairly effectively but the intricate weaving of lines in all directions gives a confused appearance to the drawing and almost nullifies the heading. The wording does not stand out.

An effective heading is that of Snell's, "The House of Quality." This might be termed a composite drawing and firm name combined. The drawing is neatly executed and it stands out well, without at the same time taking away strength from the wording.

Still another style is encountered in the last heading reproduced. Here the "leader" has been featured in the heading. The advertiser has fired off



his heavy ammunition at the first shot, a practice sometimes effective, sometimes not. It is contrary to best practice to endeavor to put the most important statement or argument at the top. Students of advertising and printing experts have agreed that copy should reach its highest point of interest about one-third down—not so far down that people might desist before reaching it and yet far enough to keep them reading through to the end. No rule can hold good in all cases, however, and the fact remains that featuring the leader in the heading often brings home the bacon.

Fault might be found in this case with the border. While a "fancy" border is generally looked upon with favor, the rules of typographical excellence call for squared effects. The vine border shown in this ad. has a straggling effect and detracts seriously from the strength of the heading beneath it. In the Snell heading, shown above, the border is on the fancy order but the outlines are squared and the heading does not suffer.

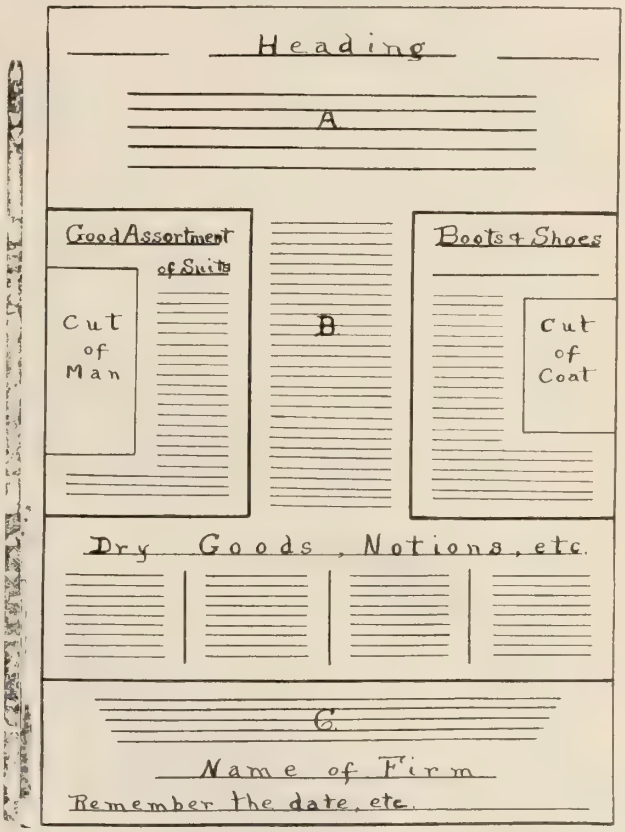


Arranging the Lay-Out of Advertisement

ARRANGING the lay-out is an important part of ad.-writing. An advertisement should be properly balanced and to ensure this, care should be taken to place cuts where they will look and fit best. The proper disposal of matter to fit the space and selection of type are points which the ad writer must carefully consider, if he wants to turn out creditable copy. Nor does it pay to leave all such matters to the printer. He may be guided by considerations of time and expediency in arranging the matter, rather than the desire to make the best possible use of the material supplied him.

Below is reproduced an advertisement which has a number of good points, but has been poorly laid out. In the selection of type and the arrangement of the departments, little care has been taken to secure balance. The heavy heading detracts materially from the rest of the advertisement.

There is good material in the advertisement, however, and a good page could have been arranged had more care been devoted to making an effective lay-out. In the opposite column will be found a suggestion for the improvement of the lay-out in this case.



SLAUGHTER SALE

GOING OUT OF BUSINESS

WALTON BROS. OF BREDENBURY

Will put their Entire Stock on Sale, commencing December 5th, and sell without Reserve every dollar's worth of merchandise in their big, well new stocked store.

THE CHANCE OF A LIFE TIME to make your winter's wages by being at the Walton Bros' store with your cash the morning the sale commences.

Store will open each morning at 9 o'clock and close at 6 o'clock, excepting Wednesdays and Saturdays when the store will be open until 10 o'clock. Don't let your neighbors tell you about this Sacrifice Sale after it is all over, but be one of the first to get your choice.

Men's and Boys' Furnishings, Boots and Shoes

Hats

Caps

Working Shirts



Suits

Every suit carried less than one year in stock. Slaughter prices from $5.00 up

Odd Pants

Overcoats



SHEEP-LINED COATS

Regular $6, for - 4.25

Regular $10 for - 6.75

All Underwear, mitts, gloves and hosiery will be sold regardless of cost

In neckwear a positively new stock bought by us for the Xmas trade

Regular prices 25c to 75c, sale price 13c to 45c

Boots and Shoes

Our prices on Women's and children's shoes are correspondingly low

Dry Goods, Notions, Ladies and Children's Wear, Etc., Etc.

A very large stock of felts, values run regular 2.25 and 3.00. Sale price - - 1.75 and 2.00. All other lines in proportion.

We cannot commence to state here the different prices or lines, but everything required for an absolutely up-to-date store is here and EVERYTHING MUST GO AT THE SLAUGHTER PRICES.

NOTE This is a strictly cash sale, no produce taken in exchange.

Mail Orders will be promptly attended to when accompanied by cash, and best selections goods given

Remember the Date, Thursday Dec. 5th—Store Fixtures to be Sold

Retiring From Business and Must Clear Stock

A.—We are putting our entire stock on sale, commencing December 5th, and will sell without reserve every dollar's worth of merchandise in this big and well-stocked store. Substantial reductions will be made in the prices of all goods. Exceptional bargains are offered in all lines.

B.—This is a chance that seldom comes to one to secure goods at the prices we are offering. Be at Walton Bros.' store with your cash *on the morning* that the sale commences.

The store will be open each morning at 9 o'clock, and will close at 6, excepting Wednesdays and Saturdays, when the store will be open until 10 o'clock. Don't let your neighbors tell you about this sacrifice sale after it is all over. Be one of the first to take advantage of the offerings.

C.—We cannot commence to state here all the different lines and prices, but everything found is an up-to-date store is here and *everything must go at the slaughter prices.*

Note:—This is a strictly cash sale. No produce taken in exchange.

Mail orders will be promptly attended to when accompanied by cash and best selection of goods given.

"EUROPA" RIBBON



GOES ROUND THE GLOBE

"EUROPA RIBBON"

For Brilliancy, Durability, Value

All buyers interested in Ribbons should give our Colored Taffeta **"EUROPA"** a comparison.

This make is specially manufactured for

J. & N. Philips & Co.

MANCHESTER, ENG.

for shipping to the Colonies, and is made of the BEST SILK and NOT DRESSED, with the result that it has given every satisfaction in varying climates.

The width of **"EUROPA"** is No. 80,$^{62''}$ but the same quality is stocked in widths Nos. 30,$^{40''}$ 40,$^{46''}$ 60,$^{52''}$ 100,$^{72''}$ 120,$^{78''}$

ANY STORE WHICH HAS NOT STOCKED THIS LINE SHOULD WRITE FOR SHADE CARDS AND PRICES

CANADIAN ADDRESSES:

211 Lindsay Buildings
St. Catherine St. West
MONTREAL

1662 Georgia Street
VANCOUVER
B.C.

471 Dovercourt Road
TORONTO

21 Roy Buildings
HALIFAX, N.S.

1912

To Our Many Friends in the Trade

1913

The year just closed has been one the most successful and epoch-marking year's business in our history.

In all branches the results obtained are better than we anticipated. It is with deep appreciation of the assistance we have had on all sides that we commence the New Year, 1913, with redoubled energy and more enthusiasm than ever.

Especially do we desire to thank our numerous clients for the co-operation they have afforded us, and valuing this highly, we pledge ourselves to do all in our power to merit its continuance in the future.

Our plans for the ensuing year have been studied with a view to giving more efficient service. Besides having augmented our staff of salesmen considerably to meet the wants of our customers, we have opened Sample Rooms in Toronto and Ottawa under the care and direction of efficient salesmen.

You will find our Toronto representative, Mr. T. J. Anderson, at No. 302-304 Carlaw Building.

Our Ottawa Sample Room will be found in the "Butterworth Building," at 197 Sparks Street, in charge of Mr. Beilby.

Wishing you the Compliments of the Season and a Bright and Prosperous New Year.

Brophy, Parsons and Rodden, Limited

Dry Goods Specialists

25 Victoria Square, Montreal, Que.

White Goods

In these goods we predict another big season and have prepared ourselves accordingly. We are glad to state, however, that notwithstanding the heavy advances in cotton goods we are able to stay with our old prices. Narrow and Wide Cord Piques, Ottoman Cords, Repps; also Linen Suitings will be much in demand and the values you seek we have.

Our stocks in all the above lines are complete.

Table Damasks, Plain, Scalloped, H.S. Cloths, with Napkins to match, are at prices to meet all requirements. Write us for quotations.

Our well known A and B Zephyrs, of which we show over 600 patterns, are positively unequalled.

Embroidery and Laces

A very large shipment of these goods have just been received consisting of very special values in box lots from 3c. to 7½c.

45 in. Flouncings 37½c. to 75c.
22 " Allovers 18½c. " 37½c.

All the Latest Novelties in Laces

Vals (both Nottingham and Calais), Torchons, Shadow Laces, Fancy Guipure Edgings and Insertions. Imitation Silk Allovers in all the leading shades at popular prices.

Our buyers, who are now in Europe, are seeking the very latest creations. They will make it a point in future to show a more extensive range of these goods, and get into the markets more frequently, so as to be able to place before you the very newest and best it is possible to get.

Brophy, Parsons and Rodden, Limited

Quick Shippers

25 Victoria Square, Montreal, Que.



Velvets and Mantlings

For Fall 1913

We are now showing a much more extensive range than ever in these goods.

The collection of Velvets prepared is exceptional, besides showing many keen values in the staple cloths, there are some very exclusive novelties. We also beg to announce having taken up the complete line of the celebrated "La Vogue" Velvets and for which we are given exclusive selling rights for Canada.

In Mantling Cloths we have a complete showing. With many rare effects in Fancy Diagonals, Zibelines, Blanketings and Curl Cloths, there are very the latest creations in Fancy Fur Goods.

A look through our samples of the above lines is convincing we have something unusual to offer this season and the keener the buyer the more suited our range will be found.

Brophy, Parsons and Rodden, Limited

Quick Shippers

25 Victoria Square, Montreal, Que.



Knitted Goods

For Fall 1913

Our salesmen are on their respective routes with their complete range of Underwear, Hosiery, Gloves, Ladies' and Children's Sweater Coats, Children's Bear and Cloth Coats and all small woollens. The range of these goods is stronger and more complete than ever.

We have marked all lines at much closer prices in order to get a bigger turnover and in this way our values are of the utmost importance to a keen buyer.

Decide this matter right for yourselves by making comparisons.

Smallwares and Notions

Our Smallware Stock is always complete.

Also Fancy Neck and Sleeve Ruchings containing the latest Vandyke Points, Ladies' and Children's Belts in Leather and Elastic at all the popular prices.

Brophy, Parsons and Rodden, Limited

Quick Shippers,

25 Victoria Square, Montreal, Que.

Factories :-: LONDON :-: NORTHAMPTON :-: CHATHAM

COOK, SON & CO.

MANUFACTURERS, WAREHOUSEMEN AND SHIPPERS

DEPTS.

APRONS
BLOUSES
BOOTS
BLANKETS
CASHMERES
CALICOES
CARPETS
CHILDREN'S OUTFITTING
CORSETS
COSTUMES
COTTON DRESS GOODS
CURTAINS AND TABLE COVERS
DRESSES
FELT HATS AND CAPS
FLANNELS
FLOWERS
FURS
GLOVES
HABERDASHERY
HANDKERCHIEFS
HOSIERY
LACE AND NECKWEAR
LINENS
MANTLES
MUSLINS AND FURNISHING
MEN'S OUTFITS
RIBBONS
SILKS, VELVETS AND CRAPES
STRAWS AND MILLINERY
TRIMMINGS
UMBRELLAS
UNDERCLOTHING
UNDERSKIRTS
WATERPROOFS

Our New COLONIAL RECEPTION ROOM
is just inside our front door facing

St. Paul's Cathedral

"Always pleased to see you"
Kindly ask for
MR. FYSON



Please mention The Review to Advertisers and Their Travelers.

McIntyre's

THE SPECIALTY HOUSE OF CANADA

Dress Goods, Silks, Velvets

Linens, Wash Goods, Linings

Smallwares, Ribbons, Laces, Embroideries

Hosiery and Underwear

Tréfousse Kid Gloves

Rouillon Kid Gloves

Fabric Gloves

McIntyre Son & Co. Limited

MONTREAL and WINNIPEG

OFFICES IN

Halifax Ottawa Toronto Calgary
Quebec Peterboro London Vancouver

European Offices: Manchester Paris Chemnitz



MILLINERY

The Buyer's Viewpoint

Paris says small hats—Toques, turbans and bonnet shapes prominent—These are developed in draped styles producing a soft effect—Malines and diaphanous materials are used abundantly—Every effort is being made to introduce flowers and brighter colors—Jet favored by Paris milliners.

Draped Effects the Leading Style Feature

Flowers, lace and ribbon garnitures are strongly indicated—Brief Descriptions of a few models seen—The Bulgarian trend may popularize yellow—What is showing in Paris.

POPULAR priced advance millinery is now on the market for the Spring season of 1913. These are developed chiefly in draped styles producing a soft effect and with turbans and close-fitting toques very prominent. Brims of straw and soft crushed crowns of silk are very much in evidence. For instance, a hat seen had a flat topped crushed crown of cream moire silk with a turned up close brim of leghorn cut out in front so as to show the draped crown. The brim had a shirred edge of ruby velvet with a small fancy feather aigrette posed at right angles from the brim at the left side.

A black and white hat has the slightly puffed crown of white silk and the narrow brim covered with black velvet. The sole trimming consists of a belt of white straw drawn through a buckle of jet and rhinestones.

Tucked and pleated Malines is used abundantly for entire hats and also for drapings, wing effects and for crowns. In fact Malines is used for everything and even Malines braid is shown. Smartly draped Malines toques have the brim made of tiny flower buds, or the case is reversed and the crown is of the flowers and the brim covered with or of shirred Malines.

THE "QUESTION MARK."

The "question mark" is the new idea in trimming, and is developed in floral effects, the most popular of which are tiny variegated rosebuds. Floral aigrettes are very smart, and stick-ups of narrow picot edged, Malines quills, pom-poms of Malines and ribbon and flat tailored bows of straw are all used as trimmings.

In short all diaphanous fabrics promise to be heavily used, and every effort is being made to popularize ample garnitures of flowers, lace and ribbon.

Evidently a very large vogue for tulle hats is expected and buyers now over in Paris report that numbers of tulle hats are being prepared for the Riviera. Vivid reds, such as begonia, geranium and primrose, which is a pale cerise, are all prominent. A new note is the trimming of these vivid colors with dull chocolate brown. As a rule these trimmings consist of shooting bows of picot edged faille.

Taupe is another color that is to the fore and a striking model of Germaines shows a tam crown of very soft hemp in taupe shade set on a narrow rolling brim covered with layer upon layer of blue-green tulle.

All kinds of extreme effects in fancy ostrich are shown and the trimming on this hat illustrates this feature, for the under brim was covered with a lattice of long ostrich flues in taupe, and tassels of the same colored ostrich dangled from the crown and over the brim at the back.

Floral garnitures have been out so long that they come with the full force of novelty. Quaint plaques, wreaths, cabochons and plaques are made from tiny flowers and small tightly massed bunches of small multi-colored flowers copied from eighteenth century hats are showing.

The novelty in large flowers consists of flat roses in tulle in soft pastel tints, each petal of which is outlined with crystal beads. Roses and other large flowers are made of soft silk and are covered with glittering metallic gold or silver tulle.

In the better trade, crepes are expected to take precedence of tulle. Georgette is showing close-fitting toques, half Dutch bonnet, half Russian turban, made of crepe and trimmed with silver roses and foliage.

A bonnet but more on the Breton order is made of cloth of gold veiled with Venise lace, the pattern of which shows large floral motifs, the centre of which is filled topaz and cut jet beads and cabochons to match decorate the sides of the bonnet. A fan-shaped feather of paradise is placed at the back of the bonnet.

Jet ornaments are in great favor and, where ostrich is used, the mid rib is marked with jet.

Just to show the effort that is being made to introduce brilliant colors and effects a new model will be described. This hat is a bolero of ruby brocade with the turned-up brim edged with rhinestones and jet paillettes and trimmed with a large butterfly of black tulle with a jet body and antennae.

Should the Balkan war influence fashions to any extent the prolonging of the popularity of yellow tones will follow. Paris milliners are already beginning to use this color extensively, particularly in golden and pinkish tones, and are combining it with touches of vivid green, violet and rose.

Violet tones are extensively used in Paris and the opening of the Spring season should see all shades of color from the deepest violet to the palest mauve in great prominence. Indications that point in this direction exist in the extreme scarcity of this color on the market at the present time, and the almost impossibility of procuring this color in any wanted material.

Should flowers take as expected for Spring an increased vogue for ribbons will certainly follow. The large shooting bow is the new feature and ribbon clusters at the base of feather and floral effects are new. Picot edged faille ribbons are good and heavy gros-grains are new. Flowered effects in bright taffetas are also in evidence.

Balkan War Affecting Styles

Influence of Servian headgear is being shown in Parisian styles—The immense vogue of fur is still maintained—Flowers of the smaller variety will be popular for spring.

Paris, December 28

MILLINERY styles are very susceptible to the influence of world-wide events. This is being demonstrated at the present time by the effect that the war in the Balkans is having on prevailing styles. The head gear of the Servian and Bulgarian women is being copied and introduced in many new ways. Not only have fur turbans, modeled very closely after the head dress of the native Servians, been highly popular, but new styles are showing which clearly owe their inspiration to this source.

The popularity which has attended this departure is due not only to the fact that it is strictly in line with current events but also to the attractiveness of the models shown. Many very original and striking effects have been presented.

Perhaps the most striking feature of the millinery showings is the truly remarkable strength of the fur tendency. Fur trimmings are used to such an extent that they enter into the composition or trimming of even hats designed for use on warm, bright days. Trimmings of fur have been introduced into hats of the lacy variety, an innovation which clearly indicates the strength of the fur vogue. In some quarters it is hinted that fur will continue to be used even into the Spring. This, however, would be such a radical departure that the suggestion is advanced cautiously and even, perhaps, a little facetiously. Certainly, however, at the present time there is such a run on fur that to predict the discontinuance of the fashion would be rash indeed.

Mole, skunk, civet cat and fox are among the popular pelts. All these varieties enter largely into the present showing.

SMALL FLOWERS IN FAVOR.

Second to the fur vogue is the favor shown flowers. The trend is now all in favor of small flowers and wreaths of tiny buds are being introduced into a great number of models. Sufficient favor is being shown at the present time, to floral garnitures to warrant the assertion that the Spring showings will be very largely decorated with garnitures of small flowers arranged in more or less profusion.

SOME SPRING INDICATIONS.

Although it is early yet to talk Spring styles, it is becoming more apparent that the run will be to sizes over the medium. There will be plenty of small shapes shown, of course, but the present trend seems to be in the other direction. Shapes in a great many cases will show elongated lines.

A big Spring millinery trade promises. Already buyers are arriving from over the ocean and it is reported that the United States orders are proving heavy.

Hamilton, Ont.—As a culmination to negotiations lasting several months, the Industrial Commissioner announced this morning that the Mercury Mills, Limited, manufacturers of hosiery and underwear, would locate here at once, making the second big industry that Hamilton has landed in one week. This concern will ultimately be a million-dollar one, and consists of men who have spent many years in the business, including John Penman, founder of the big Penman Company, Paris, Ont.

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____



DRESS GOODS and FABRICS

The Buyer's Viewpoint

Silks promise to sell in a variety of weaves. Soft satins are still the backbone of the department and jacquards in neat figures the leading fancies. Raw wool is up from 5 to 7½ per cent. at the December wool sales. Higher prices are expected on Spring repeats. Excellent orders have been placed on cotton materials. Extremes meet in the cotton dress goods department and fashion favors either voiles and crepes or suiting fabrics.

Good Holiday Selling Clears Stocks

The popularity of silks as a leading fabric has been well established—Bulk of orders being placed on staples—Weaves having a softer lustre will be fashionable.

THERE is usually a lull all through the dress goods department while the holiday trade is in progress. But contrary to the usual experience during this period the sales at the silk counter have been large. It would appear from this condition that the popularity of silk fabrics is so firmly established that their leading position is assured during the coming Spring season. Another favorable outcome of the large pre-holiday sale of silks is that retail buyers are congratulating themselves upon their ability to clear stocks this season without resorting to any particularly deep price cutting, and this condition is also being reflected in the wholesale departments.

This means that silk fabrics are having a particularly favorable send-off for the coming Spring season. Buyers are, however, playing safe and are proceeding cautiously and are placing at present the bulk of their orders on the more staple silks. Soft weaves in satin, the trade chiefly realizes, will form again the backbone of the trade in the department. In ordering satins, buyers should note that charmeuse with its duller lustre gives the keynote, and therefore the weaves, having a softer lustre, will be most fashionable. Charmeuse both plain and brocaded will be favored by the better trade. In this connection buyers should note that a charmeuse that will give satisfaction to the customer cannot be obtained in popular-priced goods, and that satins approaching charmeuse in effect will produce better results for the department.

The assertion is confidently made that women no longer buy from the quality standpoint, and while this is true up to a certain point, undoubtedly women look to the merchant to maintain an adequate standard of reliability, and it is not in the interest of either the manufacturer or the retail trade to disregard this standard in buying.

NOVELTY AND TRIMMING COLORS.

Nell rose or American beauty, primrose, nasturtium, emerald, national, wild-rose, heather, amethyst, purple, reseda.

PASTEL SHADES.

Cream, maize, pumpkin, champagne, sky, turquoise, pink, rose, mauve, nile.

COLORS FOR STREET WEAR.

Blues—Navy, crow blue, Copenhagen, Alice blue.

Greys—Taupe, antique silver.

Browns—Bisque, gold, old gold, golden brown, seal.

Combinations—Black and national, black and gold, black and cerise, black and emerald, black and nasturtium.

Serpentine Crêpe



For Spring and

The many new striking Styles, includ
Dot effects and the artistic plain
anything heretofore produced in cot
in with an unprecedented rush.

Canadian retailers experienced an unusual demand last season for Serpentine Crêpe. This was owing to the fact that the ladies of Canada discovered that Serpentine Crêpe is the greatest cotton crêpe value in the world, unexcelled, unapproached, aided and seconded by our localized advertising campaign in the interest of retailers.

There is no doubt this year's sales will eclipse all previous sales records.

Already we can feel the pulse of trade; the advance orders are way ahead of anything ever before known in the whole realm of cotton crêpe.

Free Publicity Helps

We shall be pleased to co-operate business policy; with this end in view such as attractive cut-outs, swatch electrotypes illustrating latest fash

TRADE PACIFIC MARK

WRITE US YOUR NEEDS. WE'LL HELP YOU

Pacific Mills,

Serpentine Crêpe

Summer 1913

ing the latest Bold Stripe and Polka shades, are a long step in advance of ton crêpe. The demand has started



Retailers will, therefore, do well to place their orders early in order to secure a full range of styles in all the beautiful colorings; also to show a larger assortment than ever before. **For this is to be a full fledged Serpentine Crêpe year and you don't want to miss sales by limited showings!**

Special Delivery Accommodation

To facilitate deliveries, through jobbers, we pack and ship individual retail selections of 20 or more pieces, separately from any other goods going to jobbers. They will be packed in cases marked, for identification, with initials or any other marks, as specified, and shipped promptly to jobbers or their customers, as instructed by the jobbers from whom the orders are received, and to whom the goods will be billed.

with retailers in every manner consistent with sound we furnish free to dealers very many selling helps books, advertising leaflets, fashion plates, calendars, ions in negligee wear, etc.

MAKE 1913 A BANNER SERPENTINE CRÊPE YEAR.



Boston, U.S.A.

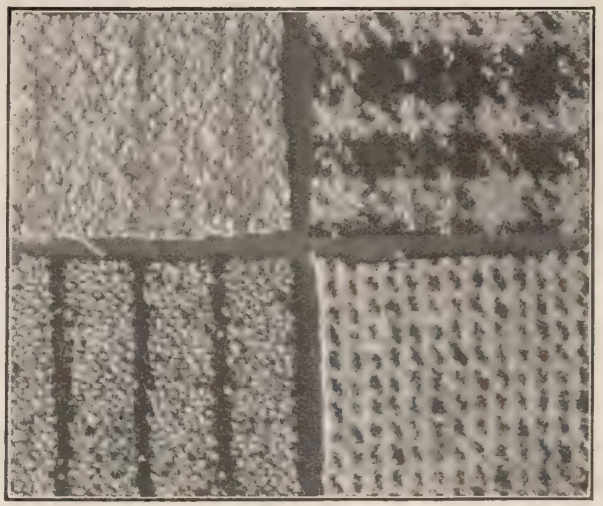
Another desirable feature in the silk situation is that interest is not centered in any one cloth and that the distribution promises to cover a wider range of fabrics than has been the case for the past few seasons.

From the fashion point of view, crepe weaves stand first and undoubtedly they will become more prominent as the season advances. Crepe meteors and crepe de chine are eminently suitable to the styles in gowning that are coming into favor. Moreover, crepe de chine is popular for many uses. Waists, petticoats and underwear are all developed in this material. Not only are plain crepes selling but fancy designs in both figured and striped effects are being produced.

Among fancy silks jacquards in small neat figures stand first for Spring selling as they are in line with the fashion influence favoring brocades. Silks of this class are expected to receive the greatest attention of all fancy lines. Two-tone changeable and fancy chameleon effects are still prominent. These come in satins and in diagonal and vertical cord weaves, and also in taffetas which some favor chiefly because of price considerations.

Other novelties in silks are the fancy ratines and sponge cloths. For trimming purposes these cloths are printed in bright colors in what may be termed cretonne patterns.

On the other side big orders are being placed for soap-suds or tub silks, and if the business attains the expected prominence doubtless its influence will be felt in the Canadian market.



Group of cloths for the Spring Johnny Coat. Top Two—checked mixture cloth in black and white with scattered nubs of violet and green. (2) Ratine cloth in black and white with black stripe with flecks of yellow. (3) Shepherd's check, diagonal weave, black and white with over check of emerald green. (4) Ratine cloth of black and white with mauve stripes. Shown by H. C. Boulter & Co.

Difficult Dress Goods Season

Not only are prices advancing but deliveries promise to be backward — The position of the wool market points to high prices — Sponges and sponge cloth promise to be the high novelty cloth

Conditions in the dress goods market are such as to call for extra carefulness and judgment in the handling. Not only are prices advancing, but deliveries for the coming Spring promise to be none of the best, and in some lines it is said that, after first shipments are received, the season will be well advanced before the goods ordered later will be to hand on this market. Should this be a correct summing up of the situation, it is up to the merchant to be careful about price cutting, as an interval in shipments in the early months of the year ought to afford an excellent opportunity to clean stocks without undue price concessions.

Higher prices on goods ordered later are certain, due to the situation in the wool market. This can be best summed up by the keen competition that took place for the better grades of wool, and by fact that prices advanced from 5 to 7½ per cent. over those of the last series of sales. Since the previous series, wool prices have been stiffening and the present advances hav been in a measure anticipated. Another element that makes for the stability of the higher prices is the fact that the mills are busy, and that manufacturers in Canada, England and in France and Germany have enough orders on hand to keep their factories fully employed for some time to come.

Eponges or sponge cloths rank as the high novelty cloth for the coming Spring, but for popular-priced business Bedford and diagonal cords lead. Black and white and tan and white combinations are the big sellers with white and blue close behind.

There is little reason to suppose that serges will fall out of the procession during the coming Spring for serges are well taken and are included in all ranges though the tendency is well towards woollen fabrics from a fashion point of view. Serge, however, is finding a rival in poplin weaves.

Handsome effects in eponges and fancy mixtures and tweeds and other cloths are showing in pastel and in white and black, and white and tan effects.

These goods are designed for three-quarter coats for street and auto wear.

At the present moment the market is bare of desirable materials in fancy cloakings, and this condition will doubtless have its bearing upon the course of the selling for the Fall of 1913-14 which is now commencing.

The favor shown to rough goods still continues and rough cloakings will continue over for at least another season. Boucles and curl cloths have the

Ask Your Wholesaler to Show You

Our Celebrated MACKINAW

HE carries garments made from this famous all wool Hewson Cloth.

It is particularly suitable for Lumbermen's Coats, Pants, etc.

Mackinaw Shirtings

are famed for durability. Just the thing for Workingmen's Shirts.

YOU should also see that you have an ample stock of

Hewson Untearable and Bannockburn Tweeds

SOLD ONLY THROUGH JOBBERS AND CLOTHING MANUFACTURERS

Hewson Pure Wool Textiles, Limited

AMHERST, N.S.

approval of buyers for next Fall as their sale this season was only limited by the scarcity of the cloth. Black boucle yarns on colored grounds, such as brown, navy or dull red, furnish a color combination and a novelty effect that should capture the trade. So great and so unexpected has been the demand for double-faced cloths in the Fall season now passing that buyers are again placing orders for double-faced cloths at popular prices. They are, however, protecting themselves by taking care that the outer comes in a rough finish, so that if necessary the reverse side need not be used.

The call for chinchillas came late in this market but was of large enough proportions to clear out every piece that was stocked. Therefore, the outlook for chinchillas for another season is promising, particularly in the better grades.

Novelties in cloths that will make their appearance are jacquard effects as applied to cloths. These will be shown as the high novelty for the exclusive trade, but it will be fully another Spring before they are sampled for popular selling. Another old-time fabric that is being revived is matelasse.

Matelasse weaves have appeared in imported garments this year and are showing in the Fall collections of 1913-14. Their progress and that of jacquards will be slow as it is so long since either of these weaves have been in vogue and it is very possible that fully another season may elapse before either of these weaves attain any considerable progress. Their importance at present consists in pointing to the prominence that fancy weaves are attaining. Novelty in weave rather than color seems to be the new note.

Extremes in Wash Fabrics

Heavy cottons and light weight voiles and crepes selling — Rough effects in both heavy and light weaves are gaining — White fabrics promise to be in high favor

The favor for white fabrics that reached fairly large proportions during the Summer season of 1912, and which would undoubtedly have been more pronounced if the weather conditions had been more favorable, promises to be decidedly stronger during the coming Summer.

White is the leading seller in all novelty cotton fabrics. Extremes meet in the novelty trade in wash fabrics and the materials in demand are either very light and sheer, such as voiles and crepes, or are the suiting order.

In both heavy and light weaves rough effects are gaining ground. In heavy cotton goods sponge cloths and ratines are working into a better position as the selling advances, and in the lighter materials the same may be said of crepe weaves. One factor in the popularity of crepes, and one that will have much influence, is the fact that the crepe effect is produced by weaving and is therefore permanent, the weave being akin to that of crepe de chine. Where the weave is not rough, borders, stripes, etc., of ratine or sponge yarns are extensively used and this goes so far that ginghams appear with this decoration.

All cord weaves are good in washing fabrics. Soft finished piques appear in both wide and narrow wales and the new feature here is the use of the jacquard figures. Jacquard figures as applied to cotton cloths will undoubtedly form the high novelty end of the trade in the coming Summer. This fact is bringing mercerized poplins to the front. Poplins are big sellers and are being taken both for the cutting up and the counter trade. Not only are plain poplins and reps selling but there are numberless novelty effects decorated with silk stripes and jacquard figures on the market. Serges have been very successfully imitated in cotton cloths and particularly in pin and pencil stripes are sure to be in high favor. Cotton serges and whipcords in grey and white, tan and white, and blue and white successfully duplicate those of worsted and wool and are just the thing for making up into simple tailored street dresses.

Bedford cords in striped effects in black and white, blue and white, and tan and white and in solid colors share with poplin weaves the first place in Spring selling.

MUCH will doubtless be heard in the coming season of Nell Rose. This color is the logical successor of "Alice" blue and "Helen" pink, both named after the daughters of the last two presidents of the United States.

"Nell" rose is a lovely medium American beauty shade verging on cerise and is named after Miss Eleanor Wilson, the daughter of the President elect.

The new "Nell" rose color is the production of the same form of silk manufacturers that put Alice blue and Helen pink on the market, and the story of its evolution is as follows. As soon as the result of the late presidential election in the States was known a number of shades were sent to Miss Wilson with the request that she would specify the one meeting with her approval. This she did and the color selected was then registered under the name of "Nell" rose. As the color is very attractive and combines beautifully with black or white and the dull rich shades favored for Spring wear "Nell" rose promises to rival "Alice" blue in popularity.

JAPONETTE CRÊPE



The cloth with a permanent crinkle that will not wash out. We make and guarantee it fast to light and soap. For **Kimonas, Underwear, House Dresses, Children's Dresses, Draperies, etc., etc.**

YOUR WHOLESALER HAS IT

Dominion Textile Co., Limited - - Montreal

Sold at a lower price than ever before and equal to any cloth on the market at a higher price

The "PIRLE" Finish

(Reg'd)

"Indispensable for the Open-Air Girl."

The Editress
"LADY'S REALM"
(London)
says;

"The outdoor girl who loves to cycle, walk, and drive, will never wear anything but a **'PIRLE'** costume, when she once donned one. It may be the shower of May or the storm of November, her neat cloth dress will remain unspotted and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."



"MADGE"
in
"TRUTH"
says;

"Every dressmaker ought to leave out a bit of selvedge somewhere with the **'PIRLE'** stamp on it, as this affords an absolute guarantee for the wearer. The proprietors undertake to make good any materials so stamped that has been actually damaged by rain."

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See what "THE QUEEN" calls the magic words — THE "PIRLE" FINISH stamped on the selvedge.

"Pirle" finished Cloths and made-up Skirts in great variety to be obtained from Leading Importers

If any difficulty, please write to **The Bradford Dyers' Association, Ltd.** 39 Well Street, Bradford. | 128-129 Cheapside, London. England.

Attractive showcards supplied free of charge through leading importers.

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THIS REGISTERED MARK IS EMBOSSED UPON EVERY CARD

HAND MADE LACE

Manufactured solely by Birkin & Co., Nottingham, England

Also Manufacturers of High Class Washing Valenciennes and Exclusive Novelties in Dress Laces, Allover Nets, Etc.

Canadian Agent: A. B. FISHER,

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SILKS FOR SPRING

Fashion's latest suggestion in silk is represented in our immense Spring range. Both colored and black silks will be quite the vogue in the coming season and in view of this we are prepared to meet the most strenuous demand. Our range consists of—

COLOR SILKS—Epingle, Shot Epingle, Chiffon Taffeta, Glace Taffeta, Shot Charmeuse, Satins, Messaline, Duchesse Messaline, Grenada, Satin de Chene, Untearable Serge, Crepe de Chene, Tamaline, Moire, Foulard, Tussors, Shantung, Morette, Japanese, Crepes, Hat Crepes.

BLACK SILKS—Satins, Merveilleux, Paillette, Duchesse Messaline, Grosgrain, Faille Francaise, Bagaline, Ottoman, Chiffon Taffeta, Peau de Soie, Moire.

Black and Colored Velveteens, Corduroy, Couch Silk, Velvet, Mantle and Mantle Plush.

Soft Satins will be very good. See our full range.

GREENSHIELDS LIMITED
MONTREAL

A LINEN BUYING AND SELLING CONNECTION

OUR vast selling connection augmented by immense buying facilities, gives us a big lead in the Linen trade of Canada.

We carry a large stock of Staple Linens, comprising Tablings, Cloths, Napkins, Towels, Towelling, Embroidery Linens, etc., etc., also Fancy Linens in Five O'clock Covers, Bureau Scarfs, Tray Cloths, Doylies, etc., etc. In handkerchiefs our stock of plain and fancy lines is very complete.

We wish to impress on the retail merchant that notwithstanding a large advance in prices of all kinds of Linens, we are able to offer fully 75% of our stock at old figures, which means at least a saving of 15%.

GREENSHIELDS LIMITED
WHOLESALE DRY GOODS
MONTREAL

SILKS *for* WEAVING, KNITTING & EMBROIDERY

J. MAYGROVE & CO., LTD.

MANUFACTURERS OF

Italian, China and Japan Trams, Organzines and Sewings, Tussahs, Floches, Flosses, Spuns, Twists.

Machine Sewing Silks,
Embroidery Silks Flosses,
and Lace Silks.

MILLS—ABBEY MILLS, ST. ALBANS, ENG.
WAREHOUSES—51-52 ALDERSGATE ST. LONDON, ENG.

ARTIFICIAL SILK *for* WEAVING, KNITTING & EMBROIDERY

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

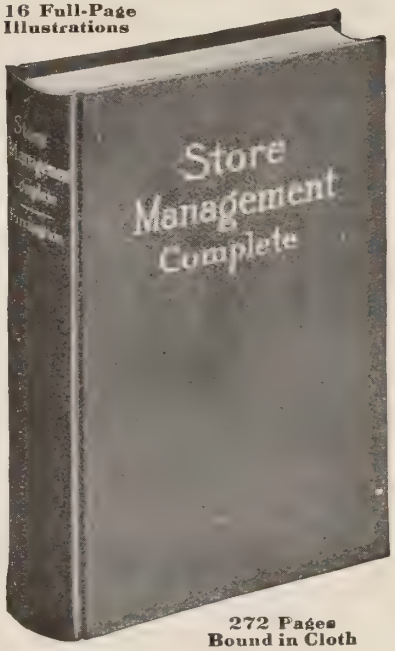
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16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
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"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

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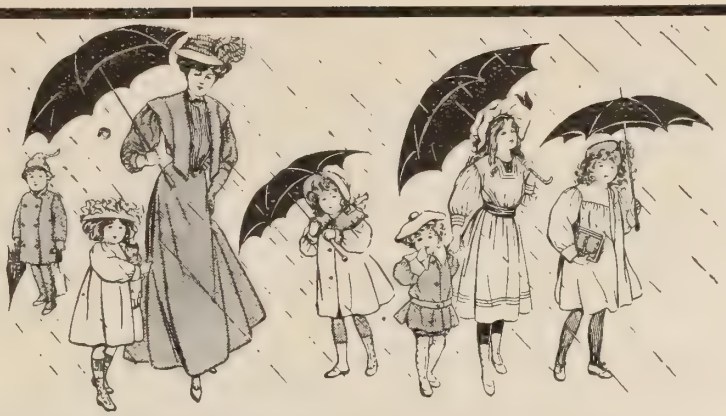
CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

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TORONTO

The Review is now giving a service with its two issues each month that is impossible with a monthly paper. You will always find the news first in **"The Review."** The paper that does things.



"If we'd had our 'Cravenettes' we should have been all right."

BUYERS OF SHOWERPROOFS SHOULD ASK FOR THOSE PROOFED BY

The Cravenette Co., Limited

DUST-PROOF as well as SHOWER-PROOF.

The "CRAVENETTE" Co., Ltd., affix their stamp only to such goods as are suitable in quality for SHOWER-PROOF purposes.

REG^{D} TRADE MARK "Cravenette" PROOFED BY THE Cravenette Co^{y} L^{TD}

Facsimile of Stamp.

Therefore this stamp is a guarantee, not only of SHOWER-PROOF properties, but also of the QUALITY of the material.

TO BE OBTAINED FROM THE PRINCIPAL IMPORTERS.

IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

The CRAVENETTE CO., LTD., BRADFORD, YORKSHIRE, (Proofers to the Trade.)

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.

January White Goods

The Big Sellers Will Be:

"IMPERIAL MUSLINS"

"LINGERIE MUSLINS"

"LISLE MUSLINS"

Without these your stocks will be incomplete. Stocked by leading Jobbers.

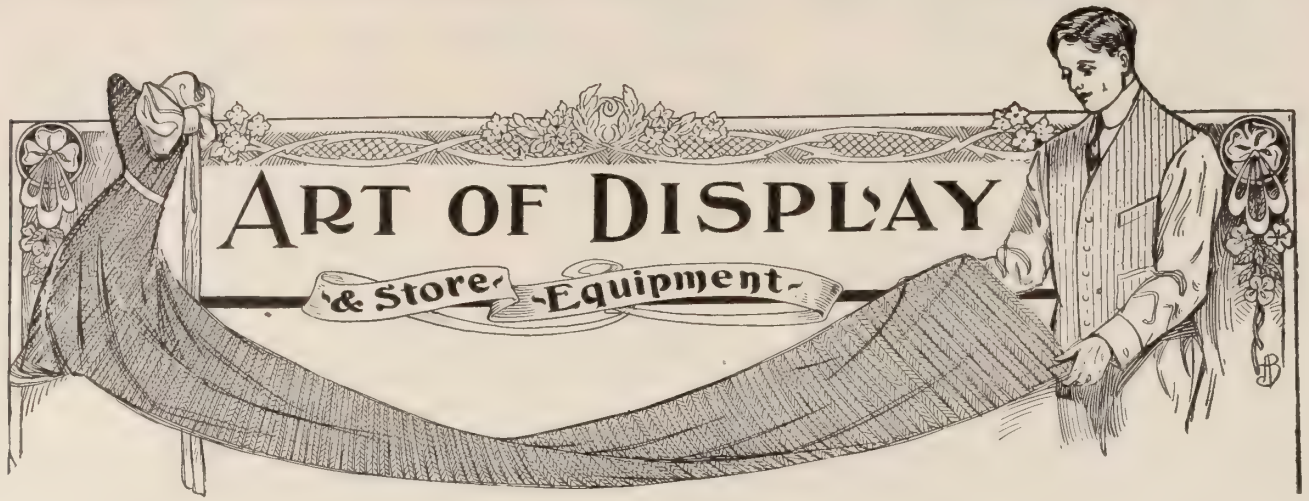
Order Now

The Montreal Cottons, Limited.

SALES OFFICES:

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The "Review" is the Official Organ of the C.W.T.A. and of the N.A.W.T. of America



The Programme for Spring Displays

Whitewear and February windows form an essential step leading to opening events—Trimmers get in touch with new merchandise in all departments.

THE window decorator's programme for Spring starts with the white goods sales. These events have a hold on customers through repetition and are the first drawing card of Spring business. After all, the scope of the store does not depend on any defined interests at this time of the year. Trimmers are expected to provide all departments with window space and suitable backgrounds to suit the different events, which come in close succession. Plans to handle the numerous displays are laid out now.

After stock-taking everybody turns to the new season business with a rush. The main object of the decorating department is to handle Spring publicity on a broader scale. Everything is ready to carry into effect and to continue the sentiment of clearance sales and values on the completion of stock-taking. The tendency is to clean up for January with a final rally on the slow sellers and so have nothing to hamper the programme of successfully opening the new season stocks.

The events which come now are the February Furniture and Homefurnishing Sale, the February Silverware Sale and White Goods Sale. Preliminary dress goods openings are held. Model suits from the ready-to-wear department are shown and the forwarding of new goods in all departments goes on. When display preparations are ready for the handling of these trims, the work of the main openings can be anticipated.

"Early selections are best," and new assortments are good buying, is the store argument. The whole success of increased sales, and of whitewear in particular, is in having the mid-winter idea of prices continue. Value and special prices are suggested and the attractiveness of newer goods and clever window trims suggests that people buy.

STOCKY DISPLAYS A CONDITION.

White sales comprise white goods throughout the entire store. Stocky trims and leader values are two conditions which make a success in white sales. The first does not mean that white goods are "piled in" but the idea and policy of the store at this time is broad assortments and quantities to show the buying power of the store. Stocky trims are counted on to add prestige to the store.

The second condition means that, if white sales are to boost business, some remarkable leaders must be included, inducing people to buy early. These leaders are made up of early stocks or sale lots combined with odd lines made up of any previous stock or travelers' samples. Prices are averaged and windows contrast value offerings of new supplies of dainty, snowy undergarments and piles of crisp cottons and white goods with more or less soiled lots to invite business.

Decorators' first trims have to convince people in their impression that they can do their Spring buying early to advantage. Sales include lines being placed in stock every day because newness is an attraction. Whitewear, staples and linens, new embroideries and laces, ready-to-wear and merchandise from every department, because of the newness, are given window space in the white sale.

The whole programme for the month of February spells progress. Customers anticipate their wants for the season in the same measure, as merchants anticipate the demands of the new season themselves.

Dignified Display

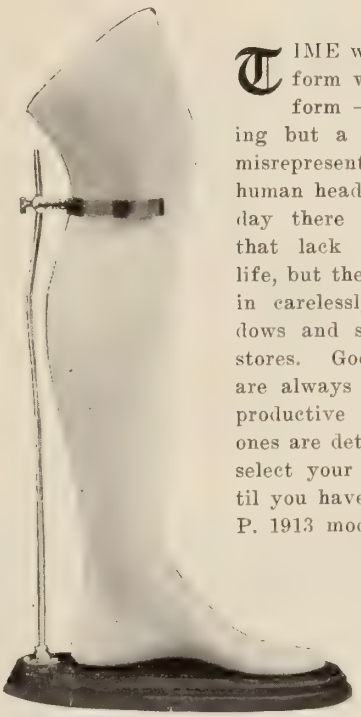
calls for the use of high grade, well-posed

WAX FORMS



Stocking Forms— Perfect Shape

Headless Enamel Bust Form



TIME was when a wax form was only a wax form — merely nothing but a stiff, unnatural misrepresentation of the human head and bust. Today there are still those that lack expression and life, but they are only seen in carelessly dressed windows and second rate stores. Good wax forms are always attractive and productive of sales; poor ones are detrimental. Don't select your new forms until you have seen the D. & P. 1913 models.

Pleasing Life-like Expression



D. & P. Wax Figures

We make a large range of wax figures in all styles from the headless to the full flexible figure, stocking forms, etc. D. & P. values are unequalled. D. & P. workmanship is perfect.

Write for a copy of the most complete and up-to-date catalogue on wax figures and display forms published in America.

MANUFACTURED BY

DALE AND PEARSALL

Manufacturers of High Class Wax Figures and Display Forms

106 FRONT ST. E. TORONTO

WHITE INTERIOR DISPLAYS.

Store interior displays are white, in as far as good business and changes in store arrangements permit it. If possible, the general scheme throughout the store should be uniform. Light lumber designs, circles, triangles and uprights covered with cambric and outlined in cotton bolls is an effective trim. The white sale idea is not new but can be improved to suit the requirements of individual trimmers. Black and white is always a good contrast to feature for a white sale. Smart silhouette, scenic or conventional designs made with charcoal or crayon are easily carried out by any trimmer. Black lettering, nursery or comic designs on white cambric always make a good interior background.

MAKING OVERHEAD TRIMS.

Department and overhead trims are made of white dress linens, muslins, vestings, nainsooks, Persian lawns, bedfords, piques and other white materials. These must have a strong representation this year on account of their style importance. Staple ledges will include neat displays of linens, towels, towellings, cottons, sheetings and flannelette blankets in the usual routine. Embroideries and laces in full pieces, hosiery in boxes make striking trims. Any grouping of white merchandise, lace curtains, draperies or any materials in suggestive treatment go over centre ledges or in arches in departments where these goods belong.

Whitewear departments are, of course, given particular attention in display. All stock is carefully marked and laid out. Sample lots or older lines are laid out with one idea in view. The plan usually followed is to have special tables and tickets for gowns, skirts, corset covers, drawers and different styles of lingerie. Space near doorways, in the main aisles, together with every available table, is pressed into service to show "Whitewear at January prices."

WINDOWS SHOW PROCESS.

Windows carry out a background similar to the interior decorative idea, only larger. A favorite method is to show cotton "from the field to the loom." Machines making cotton fabrics or other suitable setting is used. The layout of the merchandise for the window is arranged with stock, as it is assorted according to value and newness. Plenty of streamers, signs and tickets are necessary.

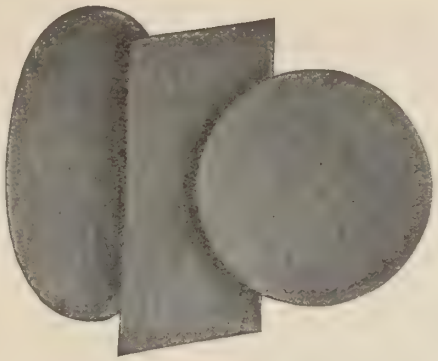
One or more windows contain assortments of French hand-made lingerie or more exclusive lines of gowns, princess slips, corset covers and petticoats, on figures or neatly arranged on pedestals, glass plates or metal fixtures and stands. In first windows, special values, according to the medium or best selling price of any lines in stock, always bring results. The windows for Wednesday or day leaders comprise odd lines of corset covers and drawers at 19c., 29c. or 39c., and gowns or petticoats at 69c., 98c. or $1.39. The ad. specializes on quanttity and price of these numbers.



Opening window. The G. W. Robinson Co., Ltd., Hamilton. Color scheme, green and gold. The background of this window is rich green velour drawn tight on frame, and outlined with dull gold braid in two widths to represent a frame. Two pillars, 8 feet high and 12 inches square, covered with white felt and tinted down with the airbrush from light buff to burnt orange, are used as units. Neat sprays of foliage are in the same colorings. Floor covering buff felt. The grouping of the drapes, figures and millinery is effective. A pleasing showcard is seen in the forefront. Wm. G. Moir, decorator.



Shoe Stand



Oak Slabs for Window Trimming



Hat Stand

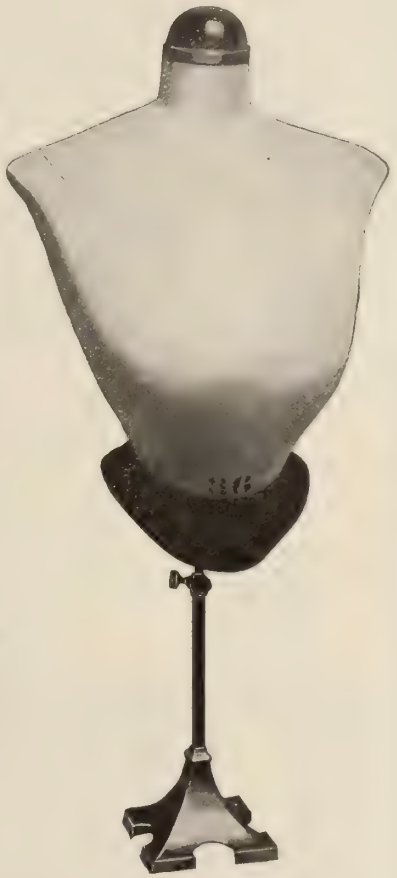


No. 1913 Tie Stand

FREE!

A Copy of the Most Complete Fixture Catalogue in America

Send us your name and address and we will mail you our new Catalogue as soon as it is off the press. Full of new ideas for all branches of the trade.



Eiffel Blouse Form



Shirt Easel



Concave Hanger



Clothing Display Table

CLATWORTHY & SON, LIMITED

High Grade Store Equipment

TORONTO, ONTARIO

Established 1896 **Incorporated 1908**

Please mention The Review to Advertisers and Their Travelers.

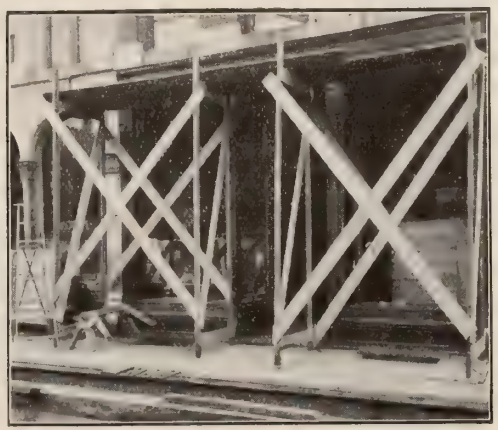


He Jumped from 1860 to 1913 in Six Steps

Kawneer Store Fronts was the Medium

Mere words to accompany these photographs are more or less superfluous, however, a short description of the medium of this wonderful transformation will interest you.

This merchant considered his old Front a fair element in his selling organization, but by looking at his own conditions from an unprejudiced standpoint, he at once realized the necessity of a new Front. Only a few weeks before he installed expensive interior fixtures—clothing cases, tables, etc., and it was immediately apparent that an outside glance at his place of business would be deceiving of his whole establishment—in other words, a possible purchaser in passing his Store, would of necessity form an opinion of the Store, with the elegant interior equipment and stock, by the old, back-number Front. The more this merchant thought of this, the more determined he was to make the Front of his Store to Pull Business, and in just six steps he jumped from 1860 to 1913. The photographs tell the story of the complete transaction.



Just study them. True, nothing wonderful in themselves—each step is a natural sequence, but put No. 1 and No. 6 side by side, and you would swear they were not photographs of the same Store. Now, this not only effects the appearance, but actually effects the sales — the profits.

Kawneer
STORE FRONTS

Commercialize Your Store Front

We don't need to tell you about *the value* of your Front —you realize it—you've studied your own situation from every conceivable standpoint, and you will agree that when you count on the Store Front of your business you are certain of its results. *Your windows will create more sales than any other element in your business.* This is not a fine theory worked out on paper, but an every day, common-sense conclusion, backed up by thousands of aggressive, money-making merchants all over the world.

We Install Thousands of Fronts Yearly

During 1912 KAWNEER was installed in more than 6,500 Fronts—under almost every climatic and commercial condition. You'll find KAWNEER STORE FRONTS in every nook and corner of the country—each one *doing big business.* One of our branches, during 1912, installed KAWNEER FRONTS in 260 different buildings—lined up these Fronts would be 6,700 feet long.

"Kawneer Was the Original Metal Front"

Back seven years ago an Architect evolved an idea in Store Front construction that would fill the requirements of both merchant and builder. The idea was developed and improved upon until now we can offer examples of this new departure in almost every city and town in the United States. At first the practicability was doubted—you required proofs, but now for a good idea and a plain conception of KAWNEER STORE FRONTS, we simply ask you "to see with your own eyes."





Book On Store Fronts

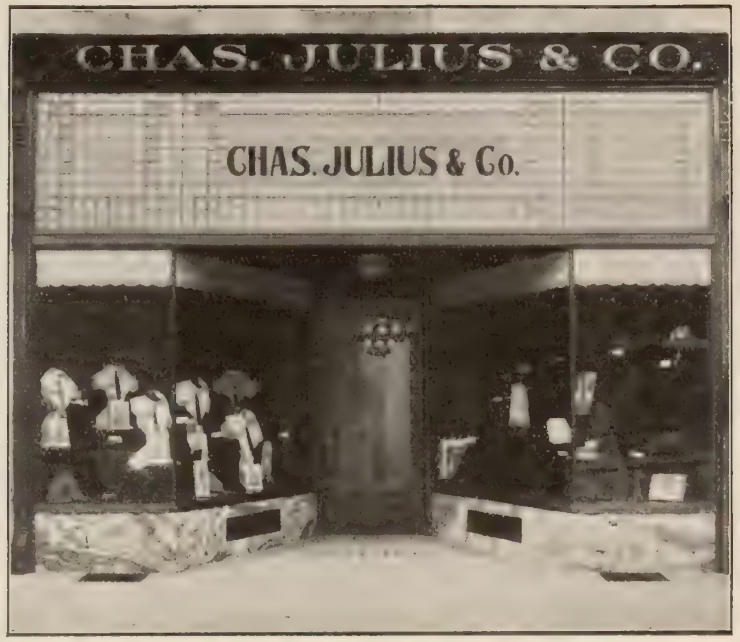
There are so many phases in modern Store Fronts that in justice to yourself, you should give the matter consideration—give it good, sane thought. It will mean a greater business for you—it will mean bigger profits.

We have gone into this subject exhaustively as specialists in Store Fronts for more than seven years. The manufacture and installation of KAWNEER STORE FRONTS is our business. We have established a new standard—have made possible efficient Fronts, and are in the business to **stay.** Every representative Front is our best advertisement.

"Boosting Business No. 21" is compiled for you. It shows photographs of many of the finest big and little Fronts in the country—in big cities and small towns; it contains many suggestions of modern Store Fronts. Don't put in a Front until you know the kind and type that will suit your own conditions—make **your** Store Front represent you, not a thousand other merchants. Read the book carefully (it's interesting), and let us go into the subject in detail with you. It won't obligate you in the least. This is our business and we are anxious to show you the strides we have made during the last seven years.



Just Fill in the COUPON and Send To-day.



KAWNEER MANUFACTURING CO.

Francis J. Plym, President

78 DUCHESS STREET, TORONTO, CANADA

Branches in most large cities.

COUPON

KAWNEER MFG. CO.,
78 Duchess St., Toronto. Can.

Gentlemen:—Kindly send "Boosting Business No. 21," without obligating me.

Name. .....

Street and Number .....

City ..... Business .....

Kawneer
STORE FRONTS

Other lines, which are also a part of the window plan, are tailored or lingerie blouses at different prices and underwear. First shipments of Summer underwear and the season remnants of cream and white Winter underwear combine to introduce the new season in these departments.

Staple department windows show the trimmer's ability to make a stocky window—suggestive of bountiful supply. Full pieces of bleached and unbleached cottons, sheetings and kindred lines are piled up in a layout to give a front appearance of quantity. Labels showing to advantage add to the effect. Sometimes embroideries and laces are used in these settings.

SILVERWARE DISPLAYS ALSO USED.

In the corresponding events in other departments for the month, silverware windows appear alongside of whitewear displays. The front is then given to the usual arrangement of housefurnishings, rugs and furniture for one week. For advertising reasons, and to start the season earlier in the dress-making department, first showings of dress fabrics and silks and model suits are allotted prominent window spaces. These showings create "style talk."

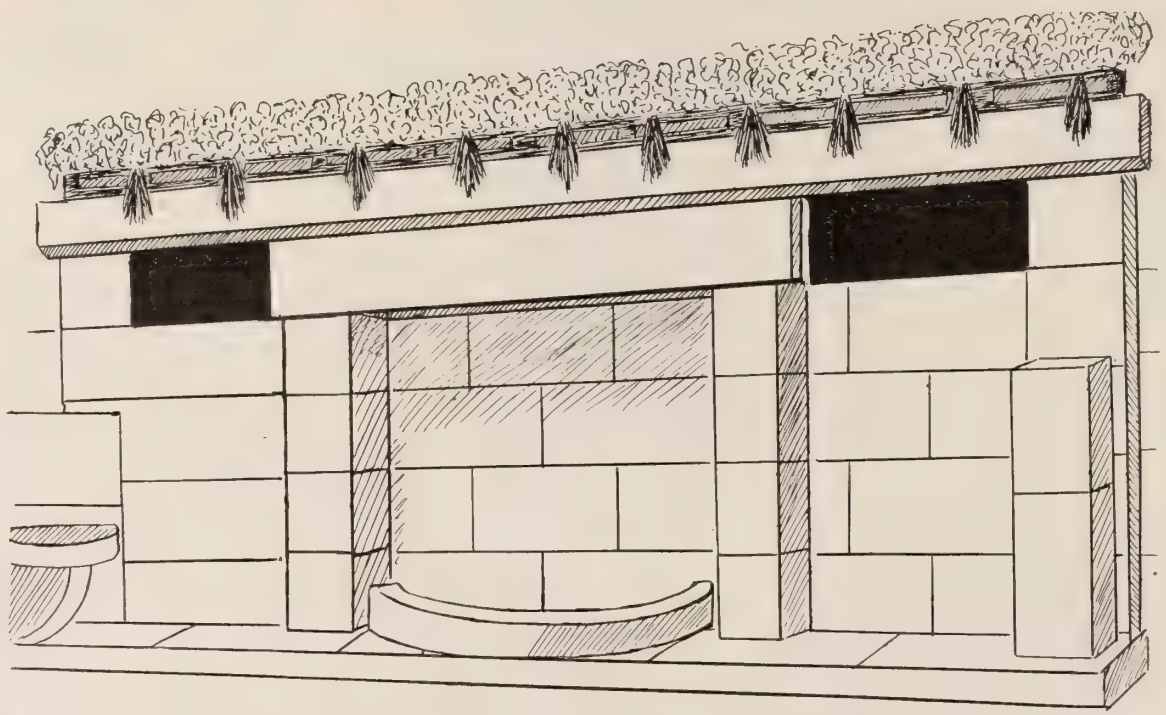
Trimmers are learning at the same time and get a broader idea of the style trends as exemplified in stock. Possible relative selling value of each line of goods, to indicate which lines will require display or give the best idea of stocks in which corresponding style influences between departments, are likely to be misrepresented.

Meanwhile preparations in all departments throughout the store are progressing so as to have all stocks ready by March 1 to announce the opening policy.

Ottawa, Ont.—A. Singer, clothing merchant, has been succeeded by Samuel Morson.

Battleford, Sask.—The business conducted for over six years by Burlingham & Speers, opened this morning under new management. The new proprietors are MacLean & Hutchins.

A Suggestion for Opening Background



A MASSIVE background framework design for stucco or rock crystal treatment is shown above. The material used is wood or compo-board and the window boxes at the back are velvet covered and outlined in gold. An effective finish is made of alabastine, in any shade to suit. Heavy sawdust, white shaded in marble, is made by applying the outline colors and shading with an airbrush.

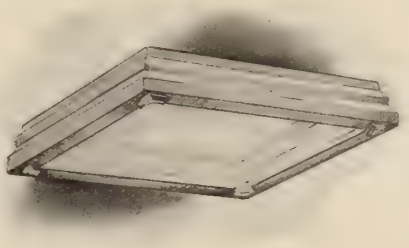
Rock crystal put on according to directions makes a good wall effect, in soft grays or any of the numerous stone colorings, which may be preferred. In the centre front a fountain is easily constructed. The water sprays into the basin and is drained from the back of the window. Urns and boxes are filled with flowers and massed flowers are placed on pedestals. The fountain is surrounded by water plants or early Spring flowers.

Any window trimmer can make such a setting at a minimum of cost. The design is especially suitable for millinery opening, ready-to-wear or dress fabric setting. Adapted from "Helmet" window dressed for The Fair, Chicago.



That Old Skylight

by the installation of the proper system of lighting, may be turned into a sightly spot, a veritable fountain of daylight with a material saving of insurance rates. It can be made to flood your store with daylight, white and penetrating, without the ill effects of the direct sun's rays.



LUXFER PRISMS

form the basis of the most scientific lighting system ever invented. It is a system that has been a revelation to the dry goods merchant all over the country and has solved the troublesome lighting problem to such an extent that it will soon be a tradition rather than a present day reality.
The Luxfer Prism system of lighting is not only the original daylighting system, but is the first in giving results.

Write for catalog and prices.

Luxfer Prism Company

TORONTO AND MONTREAL



LAM

50 CLERK

Decentralization

Means 8 "Till" Service Stations with 8 separate attendants and 8 sets of change of $10.00 to $20.00 cash to start the day.

Means the wasting of over 300 feet of unproductive floor space.

Means paying 8 to 16 Cashiers or Cashier Wrappers and putting them in direct touch with salespeople.

Means no facilities whatever for handling Charge, C.O.D. or Transfer sales. Local service only deals with *cash sales*.

Means "open season" for shoplifters while clerks are absent getting change.

Means scattered responsibility, confused records, multiplied work and absolute impossibility of proving individual errors

Means money all over the store.

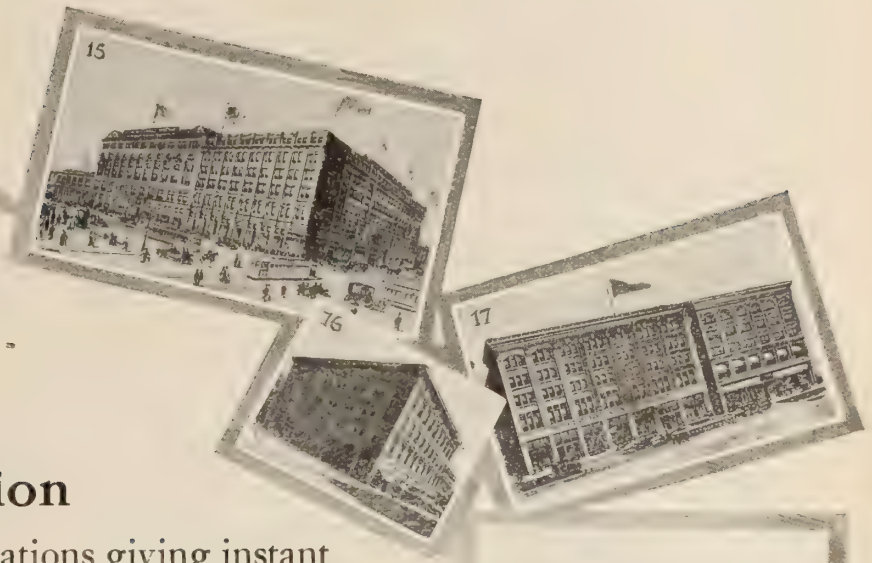
The Lamson

Boston,

Representatives in

SERV

SON STORE



Centralization

Means 16 to 20 Carrier Service Stations giving instant communication with Cashiers on balcony or in basement—*two* sets of change.

Means the saving of enough floor space for a good sized department.

Means saving of wages of from 6 to 14 people by reason of *centralized* distribution of labor.

Means perfect inter-communication between all departments—Charges, C.O.D.'s or Transfers are all the same.

Means face to the customer and no opportunity for shoplifters.

Means fixed responsibility, simplified work—tabulated records.

Means money all in one place.

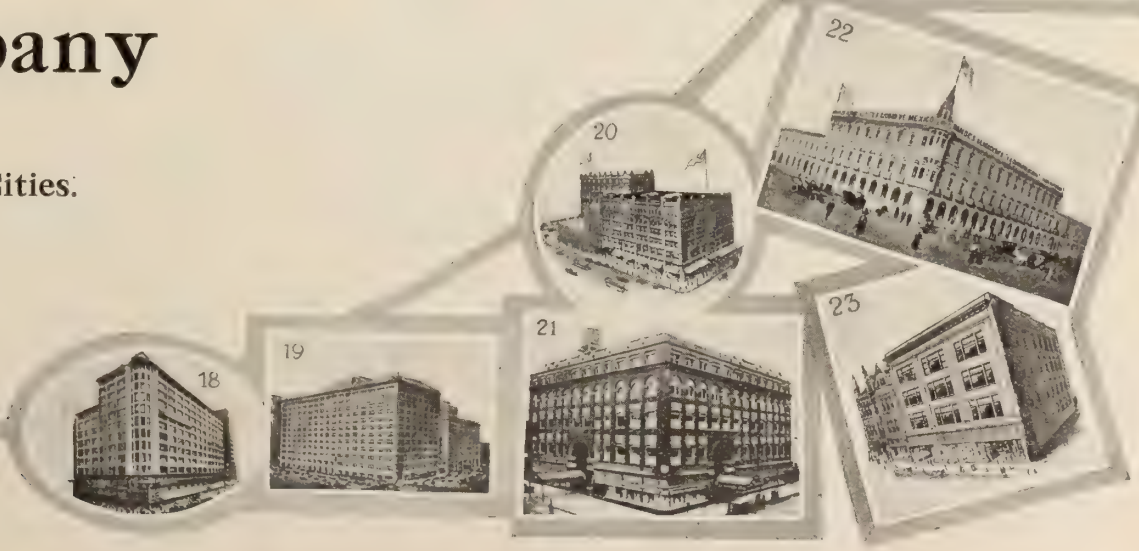
The Story of a Service Idea

A Valuable new Lamson issue. Sent to merchants on request.

Company

U. S. A.

all Principal Cities.



ICE

PROGRESS IS THE ORDER OF THE DAY

Stores That Sell Ladies' Wear Will Need These Fixtures



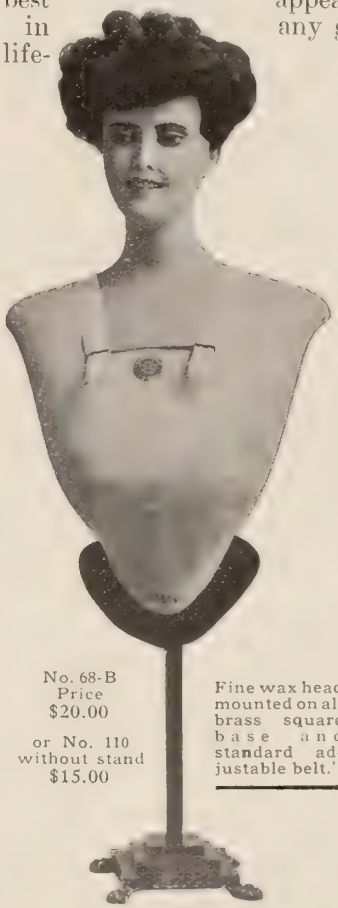
Like some roses, merchandise is oft-times "born to blush unseen." That's because its beauty is not brought out by a proper use of modern display fixtures.

RICHARDSON'S FORMS

are from New York models and conform to the latest fashions, giving the proper drape to the gown, showing it off to the best advantage, in the most life-like poses.

Our wax work is a marvel. The poise of the head, the delicately refined face and beautiful coiffure enhances the appearance of any gown.





No. 68-B Price $20.00

or No. 110 without stand $15.00

Fine wax head mounted on all brass square base and standard adjustable belt.

See the new Fitting Form, perfectly adjustable to any pose. Style absolutely correct.
No. 41AA, as cut - - - $7.50
Same, without Flesh Colored Bust - - - - - - 6.75
Same, without Tilting Device 5.75
Sizes 32 to 40
Show your garments on up-to-date fixtures.
Our new Children's Form shows Dresses as well as Shoes and Stockings.

Everything in Wax, Papier Mache and Metal for display

Panier Forms

Our Panier model is the latest design in display forms and is used by up-to-date window trimmers in Canada and United States. They bring out the lines of the Panier drape, which at present is in vogue.

We also make all kinds of Papier Mache forms for drapery and ready-to-wear display purposes.

Our catalogue explains all.

A. S. RICHARDSON & CO.

Largest Manufacturers of Wax Figures and Display Forms in Canada.

Showroom—99 ONTARIO ST.
Factory —101 " "

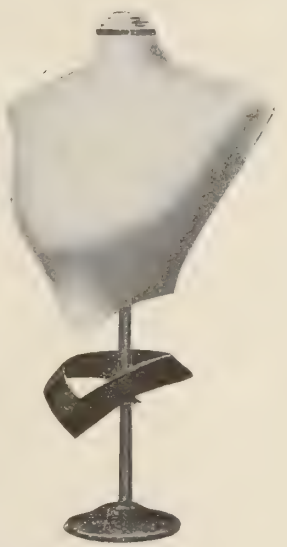
TORONTO

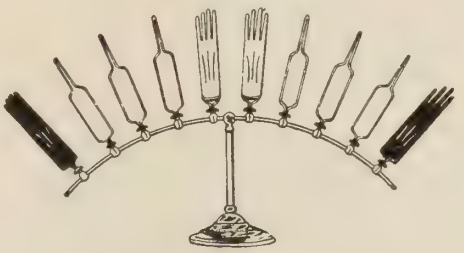
IDEAS ARE WORTH MONEY

Auxiliarate Your Trimmers' Ideas with

Good Fixtures

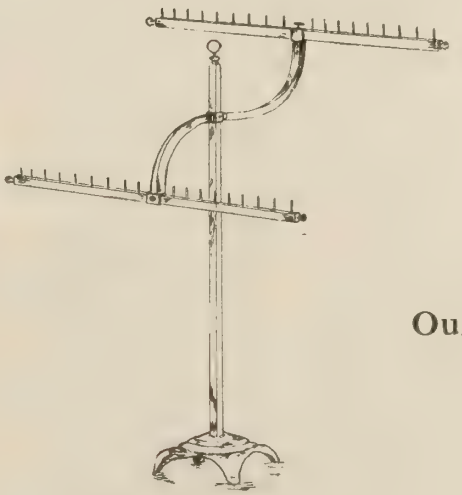
WHY let those valuable ideas and schemes which your trimmer formulates in his mind to go to waste, just because he cannot do justice to them without modern display fixtures? Give him the encouragement necessary to do better and you will be surprised at the result.



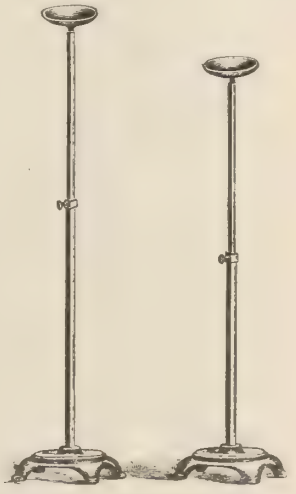


Your windows, as seen by the passing public, reflect the character of your store. The first impression made is very often a lasting one. You naturally want them to look their best. This cannot be brought about without a liberal use of up-to-date display fixtures.

Good fixtures pay for themselves in a short time, and are therefore an investment instead of an expense.



Write for
Our Illustrated Catalogue.



TORONTO BRASS MFG. COMPANY

17-21 TEMPERANCE STREET, TORONTO

Some Store Fronts That Make Money

Retail merchants must consider many points in arranging their store fronts to get the best results—a modern front leads to increased sales—Developments and improvements in store fronts.

EVERY man, woman and child in the world will patronize the store that they believe gives the most in return for their money. No element in any retail business gives this impression better than a modern, attractive store front.

There are a multitude of details to definitely decide upon before one attempts to install a new store front. First of all—study your own conditions. What is your business? What class of trade do you appeal to? How large a stock do you carry? How often do you dress your windows? What lines of stock does it pay to push most? What lines do you want in the foreground of your windows? and what lines in the perspective? What direction does your store face? How high should the floors of the windows be above the sidewalk grade, etc., etc.? There is a multitude of details—each one of importance in the ultimate successful front.

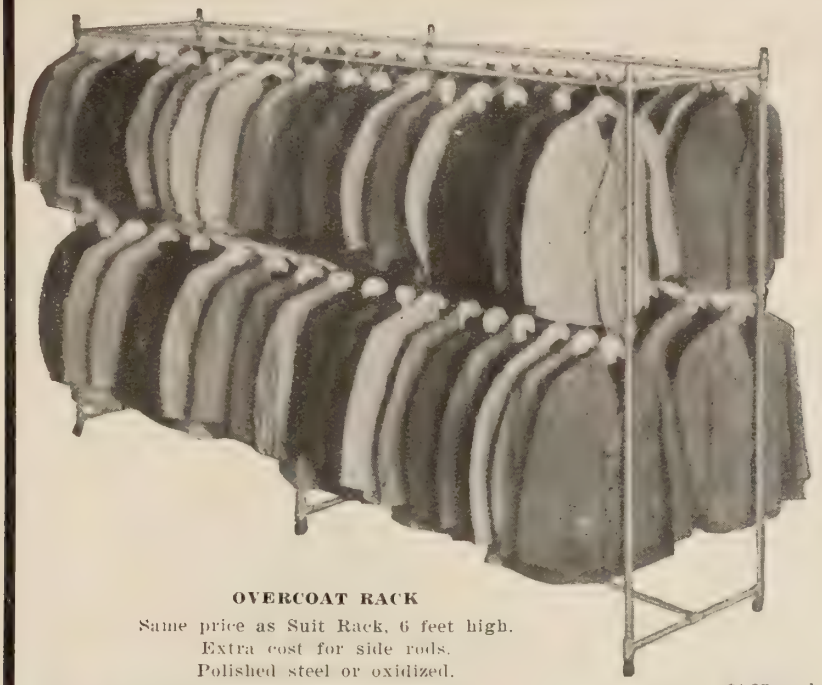
Too many merchants are satisfied with the ideas incorporated in the fronts of the neighboring merchants' stores. The fronts appeal to their own individual tastes regardless of the requirements of their own business, which is dependable upon it.

Let a store front specialist talk over the subject with you. They can lead you safely over the stumbling stones that have caused the wasting of so much good money, and install in your building a front that will create business—create more profits. That's what you want.

About eight years ago, an architect conceived a store front idea—an entirely new departure, which was based upon the actual needs of retail merchants, as well as construction men. The idea grew and grew—was improved upon and developed until it came to actually revolutionize store fronts. It opened new possibilities—enabled the merchants to do



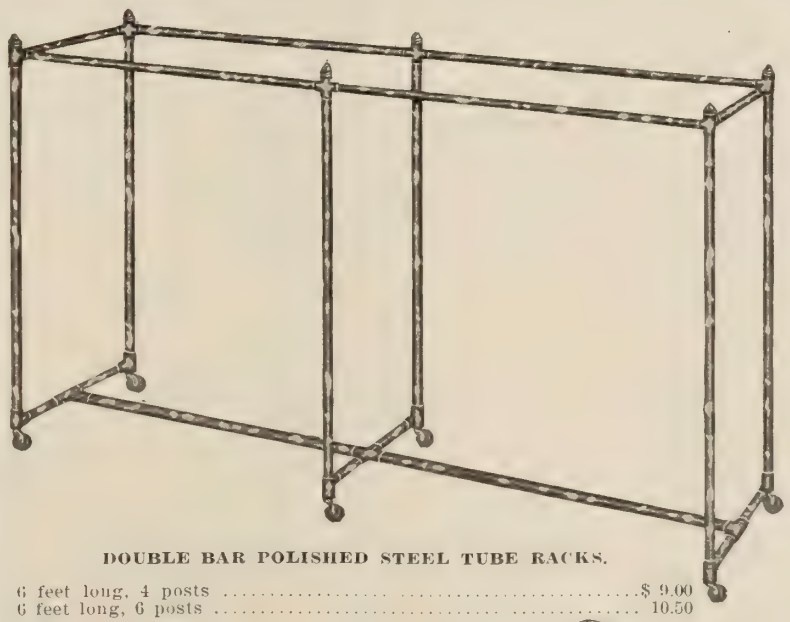
An effective arcade front designed to give the most efficiency in space light perspective and important detail essential to store front construction.



OVERCOAT RACK

Same price as Suit Rack, 6 feet high.
Extra cost for side rods.
Polished steel or oxidized.

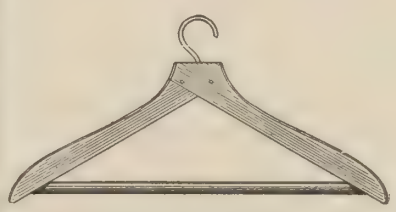
For 6 and 8 feet ..... $1.25 each
For 9 and 10 feet ..... $1.50 each
Overcoat Rack 6 feet high. Suit Racks 5 feet high.



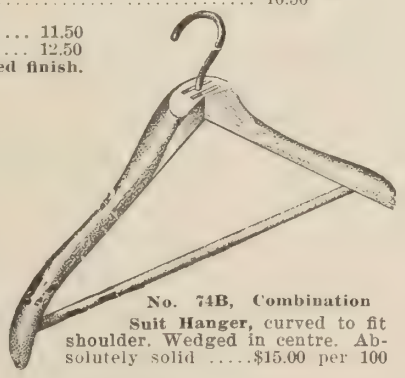
DOUBLE BAR POLISHED STEEL TUBE RACKS.

6 feet long, 4 posts ..... $ 9.00
6 feet long, 6 posts 10.50

8 feet long, 6 posts 11.50
10 feet long, 6 posts 12.50
$2.50 extra to above prices for Oxidized finish.



No. 33IB, Suit Hanger, $7.50 per 100
No. 33B, Boys' Suit Hanger, $7.50 per 100



No. 74B, Combination Suit Hanger, curved to fit shoulder. Wedged in centre. Absolutely solid .....$15.00 per 100

Double Deck Rack

For Boys' Suits and Short Garments

This is our regular Overcoat Rack, 6 feet high, fitted with side rods adjustable up or down, or removable.

Why stack your Boys' Suits in corner of your store?
It doesn't cost much to hang Boys' Suits up, and the Boys appreciate the attention given to their clothing, same as you give the mens'.

Many people have the idea anything is good enough for a boy. But the merchant who goes after the Boys' trade in the right way, makes many lasting customers, and the Boys' trade is just as easy as any other if the same attention is given to his wants.

If you are not hanging up your Boys' Clothing, let us equip your store before your new Spring Clothing comes in. Let us know the number of suits you have and the floor space, and we suggest the best length rack.

The Taylor Mfg. Co. - Hamilton, Canada

much more with their windows: and last, but far from least, it allowed the permanent use of their store fronts without the expenditure of one cent for repairs or paint. Only solid copper, brass, bronze or aluminum is used.

SHOW WINDOW VENTILATION.

Not only did this architect design a construction to hold plate glass, but he made a complete front



Interior view of arcade, domed store front showing up-to-date construction in keeping with the merchandise carried.

from sidewalk to I-beam—one that incorporated a scientific application of the old, time-tried theory of preventing the formation of frost and sweat on show windows.

At first, such a radical development in store fronts met with more or less skepticism. Frost and sweat on show windows had become a part of almost every merchant's business. He expected it—and got it. A means to prevent this sales-repelling element was considered an impossibility. Merchants demanded proofs. Proofs by the hundreds were offered and to-day, from one coast to the other, thousands of merchants are reaping the money-benefits of this wonderful store front.

Let it be said in conclusion, that if you are interested and contemplate erecting a new store building, or altering the old store front, investigate.

C. W. T. A. Executive Arrange Plans

A meeting of the executive and prize committees of the Canadian Window Trimmers' Association was held in Toronto on December 26. The annual competition was arranged and several matters for this year's work were discussed. Contests have been made to include window decorators, card writers and advertisers and the terms should be satisfactory to the members.

Trimmers are now planning for the Spring season and the prospect for good work by members of the association everywhere, from the departmental to the smallest store, has never been better. The contests will prove an incentive to enthusiasm.

The importance of these branches of publicity and the demand of the field for good men will find C. W. T. A. men in the forefront, doing the best which their facilities permit. And this is the secret of success of trimmers in the leading stores or one window fronts. In friendly competition C. W. T. A. members will do their best to make the Spring season a record. The prospect for the convention is equally bright.

Every trimmer, card writer and advertiser interested in the C. W. T. A. or general publicity should be a member in good standing. The support given to the executive and the committees makes their work easier. All members will be given a membership card on receipt of fees for 1913. These cards entitle holders to enter contests and attend the August convention. Join now and boost for a broader program.

Shopping Done Early.

Montreal, Que.—The "Do Your Shopping Early" slogan apparently had its effect on Montreal shoppers as the rush on Christmas eve was by no means as heavy as in other years, while the total volume of business for the two weeks preceding Christmas was considerably in excess of past holiday seasons. One of the big departmental stores remained closed every evening, but in all other cases stores were open at least the four evenings preceding Christmas, though it was remarked that there did not appear to be the amount of night shopping done that characterized former holiday occasions. The mornings were busier than in past years and this was attributed to the general advertising of the large stores to "do your shopping in the mornings when you have more time and more comfort, etc." It seems to be the general opinion that the volume of business done was as great as any season in the past and it was accomplished with a minimum of discomfort to the vendors and probably with a maximum of satisfaction on the part of the purchasers.

To MERCHANTS and WINDOW TRIMMERS

All Merchants and Window Trimmers throughout Canada are respectfully invited to send us their names so that they may receive our **New Catalogue,** which will be ready the latter part of January.

It will illustrate over 1,000 new designs of **Fixtures, Show Cases, Wax Figures, Clothing Racks, Forms, Wardrobe Cabinets,** etc



On of Our Latest!

Large variety of Wax Figures, Complete Figure, with arms, hands, etc., from $22.00 up to $85.00.

Delfosse & Co.

Office and Sample Rooms—247-249 Craig St, West.
Factory - - - - 1-3-5-7 Hermine St.

MONTREAL, QUE.

There are Gold Dollars For You In Proper Dress Forms

Whether you require the adjustable forms for your dressmaking or the regular non-adjustable for your department and window displays, you will find your requirements in our immense range. You can't go wrong in making a selection for your 1913 displays from the



Hall-Borchert

Adjustable and Non-Adjustable

Dress Forms



They are the most scientifically and practically correct dress forms on the market today. The large form here illustrated represents a model that we are selling in Canada at a price ridiculously low as as introduction of these famous forms. This form is well finished and is equal in value to other forms at a much higher price.

Rush Your Order.—To introduce this model form to Canadian trade, we make the following offer:—

Canvas Covered Display Model	**$7.50**
Cloth Covered Display Model	**5.25**

Write for Catalogue C.

"Use them in your windows."

The Hall-Borchert Dress Form Co. of Canada, Limited

158 Bay Street, Toronto

Join the bo

Thirty-Three Va



Handsomely Engraved Silver Loving Cup.

10 Gold and Silver Medals.

Cash Awards.

2nd Annual Contest 1913

OPEN TO WINDOW TRIMMERS, CARD-WRITERS AND ADVERTISERS

Awards to be made at the August Convention, Canadian Window Trimmers' Association.

C. W. T. A. Window Decorating Contest.

Classification of Prizes:

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

ORIGINAL WINDOWS.

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

MERCHANDISING WINDOWS.

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

HOLIDAY OR OPENING WINDOWS.

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

MEN'S WEAR WINDOWS.

Class 5—Open to men's wear trimmers of Canada.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

ys this year

luable Prizes

FLORAL DECORATIONS.

Class 6—

1st Prize - - - - - $10
2nd Prize - - - - - $ 5

For best window or interior decoration, artificial flowers being used.

BEST COUNTER OR LEDGE TRIM.

Class 8—

1st Prize - - - - - - $5

For the best arranged overhead or counter trim of merchandise from any department.

BEST GROUPING OR DRAPES.

Class 7—

1st Prize - - - - - $5

For the best display of drapes or ready-to-wear grouping arranged in the department windows or cases.

BEST BACKGROUNDS.

Class 9—

1st Prize - - - - - - $5

For the best background setting used during the year, for anniversary, opening or sale.

TERMS OF CONTEST:

(a) Trimmers are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.
(b) Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.
(c) Photographs must be of this year's work, since August 1st, 1912, and must not have been submitted in any other contest.
(d) All photographs to be forwarded to the secretary by August 1st, 1913. Pictures will be returned to contestants after the Convention, if requested.
(e) Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.
(f) All windows to be judged under numbers, any identifying marks must be removed.

C. W. T. A. Cardwriting Contest

CLASS 1—FANCY WINDOW CARDS (General).
First Prize—C.W.T.A. Gold Medal.
Second Prize—C.W.T.A. Silver Medal.

CLASS 2—AIRBRUSH CARDS.
First Prize - - - - - - Cash $5.00
Second Prize - - - - - Cash $3.00

CLASS 3—ORIGINAL HOLIDAY CARDS
(Christmas, Easter, Thanksgiving).
First Prize - - - - - - Cash $5.00
Second Prize - - - - - Cash $3.00
Third Prize - - - - - Cash $2.00

CLASS 4—PLAIN SALE CARDS (General).
First Prize - - - - - - Cash $3.00
Second Prize - - - - - Cash $2.00
Third Prize - - - - - - Cash $1.00

CLASS 5—ALL PEN LETTERED CARDS.
First Prize - - - - - - Cash $3.00
Second Prize - - - - - Cash $2.00
Third Prize - - - - - - Cash $1.00

CLASS 6—PEN LETTERED PRICE TICKETS.
(In groups of six)
First Prize - - - - - - Cash $2.00
Second Prize - - - - - Cash $1.00

CLASS 7—AIR BRUSH PRICE TICKETS.
First Prize - - - - - - Cash $2.00
Second Prize - - - - - Cash $1.00

TERMS OF CONTEST:

(a) Cards entered must be first used in merchandise displays.
(b) Not more than two cards to be entered in class 2, and 4. Not more than three cards to be entered in class 3, and not more than six cards in classes 1, 5, 6, and 7.
(c) No air brush cards to be entered in any class except 2 and 7.
(d) No contestant can enter more than three classes.
(e) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet 22in.x28in.
(f) No card to be entered in more than one class.
(g) Each card must bear the number of class in which it is to be entered, but not the contestant's name and must be sent not later than August 1st, 1913.

C. W. T. A. Advertising Contest

CLASS 1—GOOD ADVERTISING.

First Prize - - C.W.T.A. Gold Medal Second Prize - C.W.T.A. Silver Medal

Awarded for the best all-round advertising, including general publicity opening and sale announcements.

TERMS OF CONTEST:—

(a) Announcements must have appeared this year.
(b) All copy must be original.
(c) Not more than six examples to be entered in contest. (d) All ads. to be judged on points: 1—Editorial and descriptive text; 2—Layout; 3—Typographical effect; 4—Originality of ideas.

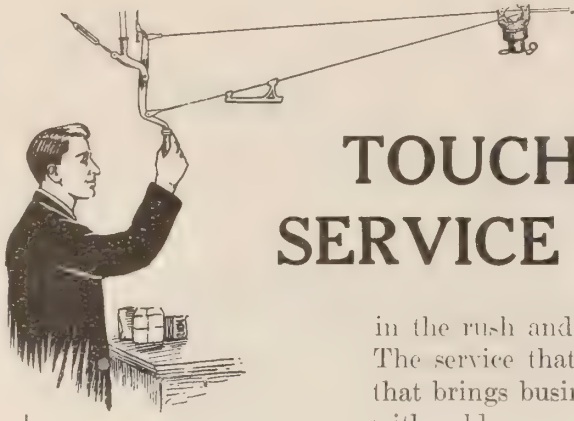
Contestants must be members of the C.W.T.A. and staff employees in Canadian stores.

Contests close August 1st, 1913. The award committee decisions to be final.

All photographs, show cards and advertisements to be available for publication in Dry Goods Review.

Canadian Window Trimmers' Association

143 University Ave. **Toronto**



TOUCH-THE-BUTTON SERVICE is what COUNTS

in the rush and hurry of every-day merchandising. The service that keeps no firm waiting is the kind that brings business to the store and heaps your till with gold.

The "Perfect" Cash and Parcel carrier system gives instant service, no stopping half way, no fuss and calling "cash." It is perfection.

Write to-day For Full Particulars

Hamilton Brass Mfg. Co., Limited : : Hamilton, Ont.

Montreal Office : 327 Craig Street West

Frink Direct-Indirect System of Illumination

This system of lighting, with 250, 400 and 500 watt lamps, is the most modern method of lighting dry goods stores, etc.

Frink Fixtures used are "Semi-Indirect," shown in the illustration. The framework of these electroliers conceals a powerful reflector which distributes the light over the entire ceiling. There are no glaring spots directly above. The translucent bowl at the bottom diffuses a soft light and by revealing the light source the hollow, unnatural appearance of indirect lighting is avoided.

Frink Semi-Indirect Electroliers are made square, round or octagonal—plain or ornamental in design—of brass, bronze or copper, in any finish desired.



Night View in Cloak and Suit Dept. of One of New York's Largest Stores Lighted with Frink Direct-indirect Lights.

Remarkable results both in distribution and efficiency can be obtained in the lighting of stores, offices and other large interiors, as is shown in tests on the installation, night view of which is shown here. An average illumination of 4.12 foot candles is obtained with a current consumption of but one watt per square foot. A truly remarkable result in the light of what other systems are doing.

We can guarantee satisfactory results, provided the Engineering Department at our nearest Branch is consulted and furnished with a set of plans or scale drawings to guide them in their recommendations.

Write Engineering Department at our nearest Branch for full information.

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED

Sole Selling Agents for Frink Products.

Manufacturers of Asbestos and Magnesia Products.

ASBESTOS

Asbestos Roofings, Packings, Electrical Supplies, etc.

TORONTO MONTREAL WINNIPEG VANCOUVER

1670



Art Flower Decorations

for Show Window and Store Interior

Where Quality, Originality, Daintiness of Patterns, at Moderate Prices, Are Given First Consideration.

I offer my ever-increasing variety to select from.

My assortment for Spring, 1913, is larger than ever.

Complete variety shown in my Spring circular.

WRITE FOR 1913C SPECIAL.

23 So. Wabash Ave.
CHICAGO, ILL.

Carl Retschert



Have you a New Way Store

The New Way Crystal Wardrobe is *the* modern device for displaying ladies' outer garments. Made by Grand Rapids Show Case Company (*Grand Rapids, Michigan*)--and adopted by the foremost merchants of Canada and the States.

Show Rooms and Factories:
New York Grand Rapids Chicago
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KRAMER

ALL STEEL BALING PRESS

THERE ARE NO WOODEN PARTS

The ideal Baler for waste paper, rags, straw, excelsior, etc.
Do not purchase a wooden baler when you can use one made of steel.
Greater Strength—Smaller Floor Space, Easier to Operate—More Economical than any other Press on the market.

OVER 2,000 SOLD IN ONE YEAR

TORONTO TYPE FOUNDRY COMPANY, LIMITED
TORONTO MONTREAL WINNIPEG CALGARY REGINA

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



Quick Change Means Pleased Customers

Our guarantee:—We will instal a system of our carriers in your store. After 10 days' test, if they have not proved their superiority to all other makes of store service, we will remove the equipment without cost to you. It will pay you to investigate our modern improved PNEUMATIC DESPATCH TUBES AND ELECTRIC CABLE CASH CARRIERS.



CATALOG FREE

The Gipe-Hazard Store Service Co., Ltd.

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 116 HOLBORN, LONDON E.C. ENG.



Larger Profits Should Be Obtained

Merchants are not obtaining a sufficiently large margin on knit goods—Percentage charged for cost of doing business is smaller than in other departments—Salesmen should assist in getting higher prices by exhibiting full confidence in relation of price to value.

BETTER profit in glove, hosiery and underwear departments is the problem before Canadian merchants to-day. Almost a year ago the Review claimed that higher prices quoted on domestic and import lines would give rise to a complex situation. Merchants have been forced to meet the issue in time, combined with these conditions, increased costs of doing business have to be met.

Underwear, gloves and hosiery are possibly the only sections in the store, which do not conform to modern merchandizing principles and necessary profits. For instance, the differences in cost have been taken into consideration in staples, but merchants are foregoing their knowledge of better business and their rights, in these knitted lines at least.

Stock-taking is a good time for retrospect. Doubtless a resume of the years business in Summer or Winter gloves, hosiery or underwear in general shows that all conditions are not as satisfactory as might be. Results also show, except in some notable instances, that many merchants are not sure what their costs of merchandizing knit goods are, based on each line as a section.

Maintaining profits is evidently more important than maintaining values. Service to the community is offset by a merchant's desire for a fair deal. Some changes are due, because notwithstanding a general increase in turnover, net profits remain the same or are decreasing owing to the increased costs of doing business. If the standard is too high now merchants must see the advisability of regulating profits in these sections.

The policy of lessening the standard is protective. A certain profit on leading selling price lines and best values, possible in keeping with this standard, is an approved way. If this has not been done already, merchants cannot expect satisfactory results. Buyers will sooner or later have to adopt the principle, with the interests of their departments in view. There are plenty of good reasons for doing so and the sooner the stand is taken the easier customers will respond to future advances. The whole problem is based on lines to show 50 per cent. advance on cost, 33 1-3 per cent. on selling price or an average of retailing prices to effect this result.

In the four branches of the trade as departments, sweater coats and knitted novelties, gloves, hosiery or underwear—conditions are different enough to illustrate where the remedy is to be applied and how.

KNITTED NOVELTIES SATISFACTORY.

From the profit end the general development of the trade in knitted novelties and Winter necessities of this nature has been satisfactory. Diversion of samples, styles and number of novelties gives merchants a direct connection. They take a chance to get profits because styles are different. Customers have not been educated for years to buy the same numbers, qualities, weights and prices, as were previously satisfactory. The growth of established and additional mills makes the matter of supply simply a choice of value to meet the demands of the trade.

Merchants can get advances on the most staple lines in other sections. They can change style standard or manufacture, where values conflict without customers being aware of the difference in source of supply. While the same thing may apply to staple gloves, hosiery and underwear the element of style is not patent enough to warrant the same ratio of advance. Similar conditions are not allowed in other departments.

Evidently the policy of offering leaders and outside cost prices for the best values is wrong. Still

The Underwear That S-E-L-L-S Fast



Pen-Angle Underwear (the kind that's knit into lasting shape) is bound to give your customers perfect satisfaction.

Every garment is so shaped in the special Pen-Angle knitting process, that it won't sag, stretch or lose its exquisite shapeliness — and even the wash-tub has no terrors for this perfect Underwear.

Pen-Angle offers the best value you can get for the money. It retains, to the end, all the splendid qualities that made it sell in the first place. That's why Pen-Angle Underwear sells so fast.

Pen-Angle Underwear

PENMANS LIMITED

PARIS - - CANADA

Underwear Hosiery Sweaters

the same thing is repeated season after season. Most merchants who have been in business any time know merchandising conditions, governing the placing of different ranges on the market. Co-operation between the manufacturer, wholesaler, traveler and merchant might facilitate the general distribution of underwear. The idea is to overcome the "leader" idea. Ranges are not so numerous or broad as to make higher prices all round an option.

All the different elements—hand-to-mouth buying, increased costs of manufacture, extra handling and storage, unnecessary trips for orders, and demands for extra discounts—have got to be estimated. Ultimately consumers pay. Room for a great deal of improvement in these conditions is evident to effect sufficient differences and make values meet the necessary percentage ratio. Whether this result would follow is a manufacturers problem. System on a finer basis between branches of the trade is a good reason for closer prices and better values or new values at consistent prices.

People know manufacturers reputation and values because of old standards. Wholesalers are forced to show lesser values or protect the merchant by paying the advances because the account cannot be neglected. The trade feel they must have values and qualities and cannot get away from uniform costs for fear the other fellow might get some business. In reality he would be better without it. Lines direct to the trade have recognized in a measure that values being offered merited an advance both in cost and retailing prices. With an advance of 25c dozen, merchants continue to accept the same retailing prices. The time for the remedy has arrived.

Wholesalers blame buyers for conditions. Merchants blame sales clerks and customers. Travelers say the merchant is at fault and the salesmen claim they cannot get higher prices. Competition, through short-sighted opposition, is the reason advanced by underwear men in close touch with the distributing end.

Quantity selling does not work out in the case when gloves, hosiery and underwear are used as leaders for advertising. Profits are not what they seem in order to give credit for the difference to advertising. The disposition of the trade is to curtail early orders and wait for jobs and seconds to boost business is the result of protection. Admen have been forced to adopt seconds and be satisfied. Values for attractive selling at average retail prices show a better average profit than regular lines. Complaints that merchants do not buy sufficiently far ahead or anticipate their requirements are not as fully justified as first opinions suggest.

By getting down to facts and standards of costs, values and retail prices, the matter of improvement is not complicated from the counter standpoint. Usually buyers pay $2.25, $3, $4.50, $6.50 and $9 for women's garments to retail at 25c, 35c, 50c, 75c and $1. For leaders, $2.40, $4.75 and $6.75 are paid for garments to sell at 25c, 50c and 75c under the impression that merchants can afford these amounts for real leaders. Anybody who can figure anything for the merchant on a 20 or 25% advance on the cost of these lines is a clever merchandise man. Losses in turnover, costs of freight, casing and boxes, plus considerably increased costs of doing business, do not take long to counteract these advances. If merchants are coming out even they are doing well. The same applies to men's underwear, but in higher quotations.

COSTLY ADVERTISING THIS.

Merchants should place themselves in the attitude of a stranger or traveler watching a sale. The same



Men's tailored-knit Norfolk sweater coat made in plain shades. Courtesy Frank W. Robinson, Ltd., Toronto.

selling practices have been followed for 15 years. For instance, a vest bought at $2.25 or $2.40 per dozen is sold at 25c, allowing 16 2-3 per cent. for overhead expenses, it costs 4 1-6 cents to sell the garment. Add 6 per cent. on the money if invested otherwise. In the latter case the transaction is a loss. In a similar manner the best $9 dozen men's underwear is placed before the customer and an evidently satisfactory sale made. Apparently 25c profit covers all expenses and shows a percentage for the store. Does it? On the plan that a larger turnover means more discounts, merchants have little more to depend on from the showings. How space can be afforded for displays at these figures, simply to keep people coming to the store is a good problem

"Monarch-Knit"

WE are pleased to take this opportunity to thank you for your valued business placed with us in the past, and also wish to announce that our range of knit goods for 1913 is complete, and consists of many new features which are sure to interest every merchant in Canada. We would appreciate it if you would kindly hold your order until you have looked through our range.



B-44

Made in sizes, 22, 24, 26, 28, 30 and 32, also made in youths'. Size under youths', No. 10.



C-42

Made in sizes, 30, 32, and 34, also made under No. D, 42 in sizes 24, 26 and 28.

The Monarch Knitting Co., Limited

Head Office: DUNNVILLE, ONT.

Factories at

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO

M-53— Shaker Coat—Strictly full fashioned throughout. This coat makes a very stylish and serviceable ladies' garment.



M 53

"Monarch

The Standard for

M-92—Made in Jumbo stitch. This class of coat will be very popular for the coming season.



M-92



M 40

M-40—This coat is equipped with the famous "Tri-Collar" suitable to all kinds of weather.

Monarch Knitting

Head Office - - - - DUNNVILLE, ONT.

-Knit"

Style, Quality, Workmanship

In addition to the lines represented we have a complete range of Motor Scarfs, Toques, Mufflers, Motor Hoods and Aviations.

L-107—One of our new Middy Styles



L-107



L-89

L-89—This new line of brushed goods is made up in Men's, Ladies', Boys' Misses' and Children's lines.



L-110

L-110—One of our best lines in hand-made coats.

Company, Limited

Factories at: DUNNVILLE, ST. CATHARINES, ST. THOMAS, BUFFALO.

"Monarch-Knit"



L-139



G-53



L-111



B-40

G-53—Made in sizes 30, 32, and 34. Also made under No. D-53 in sizes 24, 26, 28.

We are the largest manufacturers of fancy knit goods in the world.

The MONARCH KNITTING CO., LTD.

Head Office:
DUNNVILLE, - ONT.

Factories at
Dunnville, St. Catharines,
St. Thomas, Buffalo



Middy L-3

Middy—L-3--Full fashion Cashmere Middy-Blouse, entirely new.

Always Satisfaction Where These Five Lines Are Sold

For

The Wear Is There

"Italian Silk"

"Paragon" "Excelsior"

"Eclipse Rib" "Gauze Silk"

Hosiery For Men, Women and Children

Your Wholesale House Can Supply You.

Thomson Knitting Co., Manufacturers, **London, Ont.**

SELLING AGENTS:—

W. R. Begg, 20 Wellington Street West, Toronto, Ontario; Stuart M. Campbell, 400 Hammond Building, Winnipeg, Manitoba; J. Dudgeon & Co., 149 Notre Dame Street West, Montreal

JAY

THE JAY FINISH TRADE MARK UNSHRINKABLE

UNSHRINKABLE WOOL UNDER-WEAR

Made of the finest wool obtainable, and manufactured in England under perfect conditions. Your customers can rely upon the utmost satisfaction if they wear JAY. You and they will be fully protected if each garment bears the above trade mark.

Send enquiries to the wholesale agents:

I. & R. MORLEY, - G. BRETTLE & CO.

LONDON, ENG.

for the admen to solve. Advertising by this method is costly.

Merchants with foresight, who endeavor to get better prices are always met by the lack of confidence evinced by salespeople. They cannot get marked prices from customers, who naturally think themselves entitled to old values. Advance, consistent with cost and fair prices, is forgotten. Merchants cannot refuse a concession, without giving personal affront to the customer. The salesman should have had confidence enough in his own ability to avoid having to ask.

ASHAMED OF VALUES.

A case of salesmanship which happened in a Western town aptly describes the attitude of some salespeople. Everything that could possibly be told



Brushed knit rah-rah outing hat, a novelty of the fall, 1913 showings. Courtesy F. W. Robinson, Ltd., Toronto.

about the line but the price was presented to the customer with the utmost confidence. For some unexplainable reasons, selling prices were quoted as if the salesman was ashamed of values. Naturally a sale did not follow.

People do not care particularly if the wool comes from Australia and is 99 per cent. pure. The garment and its suitability is more essential than assertions that the merchant has "worn the same line and found it satisfactory," has sold 20 dozen in 3 months or handled the quality for 10 years. Salesmen often display the same heavy line of underwear for farmers, artisans, or professional men, without any regard to the intended use of the garment. For men the same $9 dozen shirt at $1 seem to be the only line in sight in the department. The chance of selection in women's underwear always starts at 25c a garment.

A clever salesman, who can get marked prices that show a satisfactory advance does not have to stay very long in the minor sections. Salary advances are not sufficient to keep him and ambition always prompts the grasping of the first opportunity which comes. Without disparaging the salesman behind these counters, reasons for curtailed profits are traced to lack of confidence.

TWO COURSES ARE OPEN.

Most department heads claim that, while the opposition continue to mark their lines at the same prices and pay outside prices for leaders, no other remedy is available. Two courses are open, either to pay less or get more. A little of both is likely to prove good business. Fear of the opposition is less a reason for small profits than a motive to get leaders.

Competition of manufacturers is kept alive because merchants invite values by showing lines bought at conditional prices, without explaining the conditions. A job lot may consist of odd vests and drawers, factory clearances of men's unmatched garments. Any of the numerous causes, which are not evident in the part of shipment shown may have been a reason. Manufacturers often oblige accounts with odd lots at a price. To place these values in competition with regular lines is unfair to the trade. Often the result is that manufacturers think values are being undersold and attempt to meet the quality weight or price as best they can. Nothing is done to advance prices for fear of the same competition.

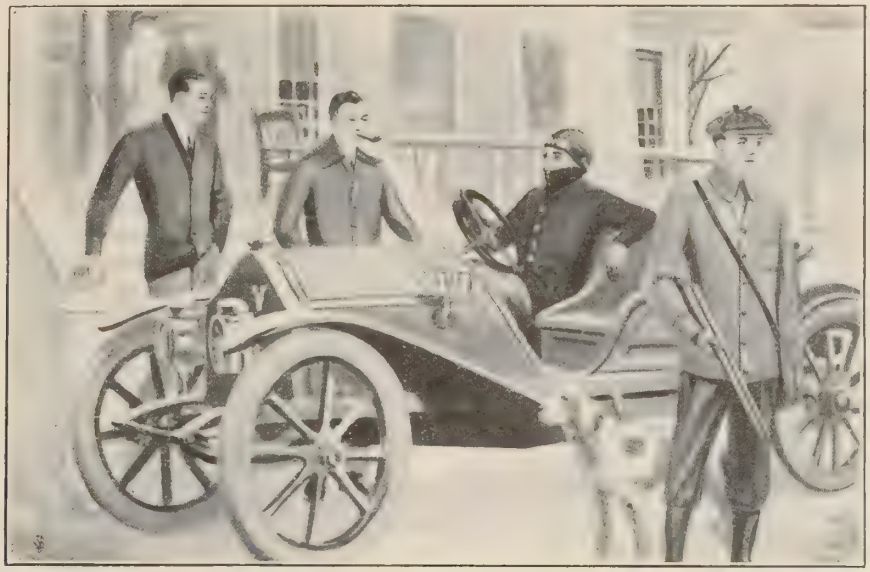
Efforts to make the conditions more satisfactory depend on the merchants previous success. With higher prices pending, higher prices will be necessary. So far to limit prices and values has been a fairly satisfactory proposition to help cope with the situation. Better prices for the same garments is just as reasonable. The use of odd price lines or an advance of 5c to 25c each garment according to size and price helps to bring profits up. Clearance and cut prices to swing community buying and clean stocks can be reduced in proportion.

EDUCATE CUSTOMERS.

An endeavor to get away from set prices and values will result in general good to the trade. In the meantime, salesman are educated to sell a greater quantity of lines showing the larger advance. Customers will have to be told and asked to pay better prices. People want a better class of goods so there is a good excuse. It should be comparatively easy to get the following scale of prices, and adhere to the limit of price:—25c, 29c, 35c, 39c, 40c, 50c, 55c, 60c, 65c, 75c, 85c, 98c, $1, with 25c advance above this. The rule as applied to children's sizes is a good suggestion that prices can be secured. An average profit to show 33 1-3 per cent. on the selling price is the issue.

(Continued on page 116)

The "Visor" Announcement



The Visor "4 in 1" Sweater.
Canadian Letters Patent No. 131529..
United States Letters Patent No. 991270.

THE Visor Knitting Co., Limited, of Ontario, owners of the Rautenberg Patents covering the famous Visor "4 in 1" Reversible Collar Sweater, announce the opening of their new factory at Niagara Falls, Ontario, devoted exclusively to the manufacture of high grade Sweater Coats.

The "Visor" Sweater Coat, illustrated above, may be worn in four styles: as a V-neck, or shawl collar, or full military collar, or turned over the ears, instantly adjustable. The most practical and best selling Sweater on the market, when the collar is properly made, as we make it.

We make also up-to-date SHAWL COLLARS and RUFF NECKS, and a large range of Coats with full line of V-NECKS. SHAKER KNIT SWEATERS will be the best sellers on the market this year. This is one of our big feature lines. Colored show cards, advertising circulars, etc., will be supplied free. Write for samples, or our representatives will call in the near future.

WARNING

We warn all manufacturers, jobbers and dealers against manufacturing, dealing in or selling infringements of the famous VISOR "4 in 1" REVERSIBLE COLLAR, the original Canadian and American patents on which are our property. We now have action pending in the Canadian courts to restrain infringements of these patents, and shall promptly prosecute all offenders.

THE VISOR KNITTING CO., Limited

Niagara Falls, Ont.

FACTORIES ALSO AT NIAGARA FALLS, N.Y.

Firm Conditions in Knit Goods Market

Everything points to continued high prices—Bookings to date in one mill show an increase of 15,000 dozen—It is apparent that spring demand will be heavy.

A NUMBER of ranges of men's and women's underwear for the wholesale trade have been opened during the week. This practically completes the lines which sell through the jobber. Buyers are booking underwear freely, anticipating an advancing market. Several numbers have been bought early on 1912 price lists. Placing is about half finished on women's and children's lines which were ready December 10 and new prices are announced for men's fleeces and wool ribs for 1913.

Buyers are going through the latter lines and taking advantage of the after holiday lull. With the Christmas season over, buyers are showing a strong disposition to cover their requirements. Reports show that newer values in the garments, or advances noted, are confined to the usual competitive understanding of the usual underwear placing.

The present conditions show the foresight of the mills in anticipating higher prices. The present prices are warranted. Wholesalers agree that, in face of the strong cotton market and the firmness in the price of yarns, there is no immediate indication of these prices being less. Some mills contend that any remarkable price changes would have disorganized buying and that, based on this year's possible prices, undue differences would invite competition and delay placing. With a fair amount of the season's orders placed with figures on available stocks and yarns, manufacturers estimated they could cope better with new quotations as they affect the range direct. Some mills state that sufficient orders are on hand to keep machinery supplied until July. Manufacturers' agents are accepting orders for August and September delivery. Buyers are now being asked to extend their shipments until as late a date as possible at the present figures. Compared with orders of a year ago, bookings to date in one mill are 15,000 dozen ahead, which is a good indication of the confidence and of the growth of underwear business.

Women's cotton underwear is about the same as a year ago and minor advances in wools or mixtures are not likely to be apparent to the consumer. Those garments where yarns have been substituted to give satisfactory values and meet conditions have the appearance of last season's numbers and are pleasing to the feel. Several new sample garments, two piece and combinations in cashmere and silk and wool, are being shown to the trade for the first time.

Generally an advance of 25c. dozen on lines up to $6.50, and 50c. dozen advance on numbers over $9 dozen, cover any changes in prices in both men's and women's lines. In values where numbers are standard, wholesalers and jobbers will have to get these advances. Natural wool is higher and several numbers in wool ribs increased. Men's fleeces are 20c. higher and wholesalers may protect the price at $4.75 a dozen to the retailer. This is a proportionate change. Lines of men's two-piece underwear at $6 dozen are sold up and samples withdrawn by one mill. Other manufacturers are asking $6.50 dozen for staple lines, which means a corresponding increase to the retailer. Few stripe fleeces are selling and the falling off in orders of these and lower price numbers is noted. The increases of the average price which buyers are willing to pay from year to year are an indication of the feeling of the market to-day. Instead of $9 and $10.50 dozen men's lines being the best selling numbers, $12 to $15 dozen qualities are taken in increasing quantities. In women's, the trade are featuring better qualities in keeping with the growing appreciation of combinations.



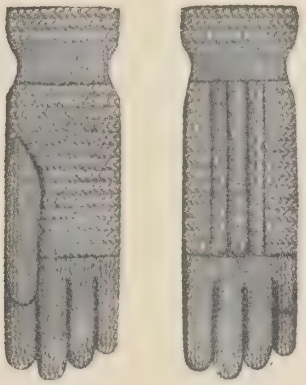
Accordion-knit women's or misses' sweater coats in combination colors. From the imported range for fall shown by Steffens & Nolle, Montreal.

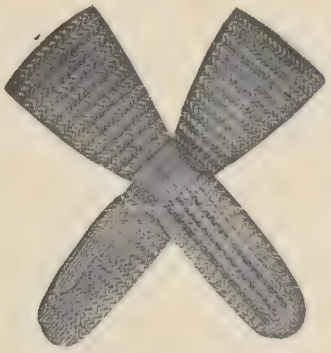
Closed crotch combinations for men have been a success and are now shown in most of the ranges. Some mills claim that the demand is now equal to two-piece suits and is increasing.

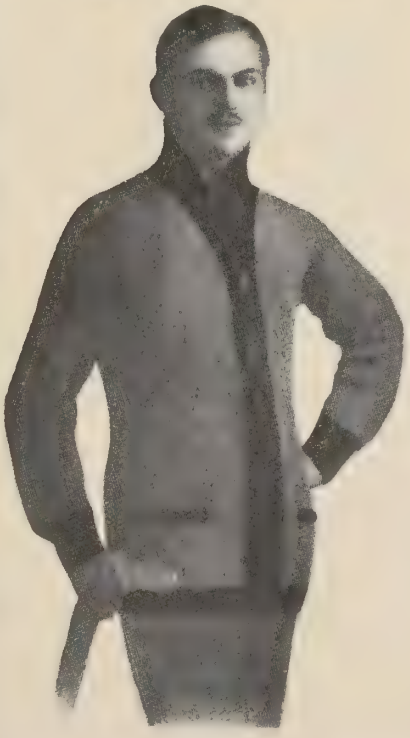












A Brand New Line

MADE BY

A New Firm

BACKED BY LONG EXPERIENCE

The Willlams, Trow Knitting Co., Limited

WE here announce to the Merchants and Knit Goods Buyers throughout Canada that we are now ready to present for their approval our entire 1913 range of Knit Goods, including—

A Full Line of Ladies', Men's and Children's Mitts and Gloves, Toques, Hockey and Motor Caps, Sashes and Mufflers, and a Strong Line of Ladies' and Gentlemen's Sweater Coats.

With a fine new factory, and every modern facility backed by men of long experience in Knit Goods Manufacture, we are prepared to offer style and values unprecedented and the best service possible.

SEE OUR SAMPLES BEFORE ORDERING

The Williams, Trow Knitting Co., Limited

STRATFORD - - ONTARIO

Agents:—J. M. ROBERTSON & CO., 70 Bay St., Toronto

Wholesale stocks are comparatively clean. Now that stock-taking is over samples of Spring and Fall garments are being renewed preparatory to the special knit good trip in January. Merchants will find that underwear prices in these ranges are not high, when corresponding costs of manufacture and figures for cotton for 1911 and 1912 are compared.

Early orders also show that wholesale buyers are recognizing the trend of higher demand and better garments in the merchants' interests. They have taken the precaution of buying sufficiently on initial orders to confirm their prices for some time. In most cases, orders booked so far are claimed to have been doubled and the total value of the garments bought in these orders is three times as great.

Jobbing buyers continue to buy the same outside prices to supply the trade at the standard cost prices. Two years ago as high as $2 dozen was paid for a $2.25 or $2.40 leader. The underwear department has for a long time been looked upon by wholesalers as part of a general section. The trade have always been treated leniently and orders for good accounts were often served at $2.25 dozen for which the limit of price was paid. While the prices paid to-day are somewhat less the attitude of the retailer will demand still further reduction in high values to meet set prices wanted by the trade.

The stand that merchants are taking of "making each department pay," will sooner or later bring about this change. Special knit goods trips and the departmental idea in the average store have done a great deal to bring about these improvements. The present seems a favorable time to raise underwear values to stand 50 per cent. advance.

In both the advance of prices being paid and retailing conditions, the option of consistent higher prices to the consumer should prove beneficial to the trade. Both manufacturer, jobber and merchant are giving good value in any case as improvement in quality and better prices all round is in the interests of the trade and departments.

The decisions of wholesale jobbers will be waited by retail buyers. Most of the manufacturers whose lines go direct to the retail trade have stated they intend to advance their prices on the present qualities. Assembled ranges in January will give merchants a fair method of comparison.

Travelers should be out in good time.

Barrie, Ont.—Within ten days, it is expected, Barrie will have another industry in operation, employing about 40 hands. At Monday night's meeting of the Town Council, a lease of the Town Hall was granted for 12 months to McAlpine & Richardson, of Toronto, clothing manufacturers.

Textile Soaps

A SPECIALTY

THIRTY-FIVE years' experience in the manufacture of textile soap in England and in Canada.

Send for Samples and Prices

LONDON SOAP CO.

(A. G. Phillips, Prop.)

LONDON, - ONTARIO

Honored at Banquet

Albert E. Ludwig, for six years manager of the Acme Co.'s store in Edmonton, Alta., who retired on December 19 to assume charge of Revillon Freres' interests in eastern Canada, was honored by the employees of the house the evening of December 17 when he was presented with an illuminated address and a gold hunting-case watch by employees of the various departments.

Lambert Riopel, the oldest employee of the firm, read the address, which was signed by the seventy-five employees of the firm.

Buyer's Promotion

Montreal, Que.—W. H. Scroggies, Limited, have appointed E. Dunn, manager and buyer of the linen, cotton, art needlework, wash goods and flannels department, to succeed Mr. Larose as manager and buyer of the dress goods, silk and velvets departments. Mr. Dunn is a young Scotchman who came to this country two years ago. He first entered the services of Hamilton & Co. and joined the Scroggie staff last January, since which time his promotion has been very rapid. Mr. Dunn has had great success, increasing his departments and introducing many new ideas. He was the author of several articles on "Linens, Their Process and Manufacture," which appeared in the Dry Goods Review.

Larger Profits Should Be Obtained

(Continued from page 112.)

Another suggestion is offered. Allow salespeople a small bonus for every sale made showing the satisfactory margin of profit. The result is then a matter of time. Merchants have to face the matter on general principles rather than to meet increased costs. Business instinct should show the way, when prices have to be increased.

Other branches in trade have a sliding scale of prices in marketing commodities. The people merchants do business with expect market prices for their produce. Surely similar conditions should prevail and merchants can at least expect adequate return. Customers must see the fairness of the argument.

Ask Your Wholesaler For

SCOTCH KNIT

J. L. Gibson & Co.
DUMFRIES, SCOTLAND
Scotch Knit Gloves

Woollen Gloves
Caps
Motor Scarves
and
Waistcoats

Wm. Lockie & Co.
HAWICK, SCOTLAND
Scotch Knit Waistcoats

LEICESTER

Sweater Coats

Caps, Motor Scarves, Hoods, Mufflers, etc.

John Currie Son & Co.
STEWARTON, SCOTLAND
Scotch Knit Caps and Scarves

These Are All Leaders

H. W. Plant & Co.
LEICESTER, ENGLAND
Sweater Coats in Canadian Styles

Sole Selling Agents to the Wholesale Trade

SEWARD BROTHERS

251 St. James Street, Montreal, Que.
Phone, Main 4179

Ask Your Wholesaler For

GIBSON'S

MAKE OF

Scotch Seamless Woollen Gloves



THERE are many so-called "Scotch Knit" gloves on the market made **outside** of Scotland; the best are, and always have been, made in Scotland. To make sure the gloves you buy are actually manufactured in Scotland, thus obtaining for your customers the **best** glove, all that is necessary is to ask for GIBSON'S.

These gloves are made in a variety of styles.

Sole Selling Agents to the Wholesale Trade

SEWARD BROTHERS

251 St. James Street, **MONTREAL, Que.**

Phone, Main 4179

Ask Your Wholesaler For

CURRIE'S

SCOTCH KNITTED

Woollen Caps

Made in all Styles and Qualities

THE BIG SELLER IN CAPS FOR NEXT FALL WILL BE OUR

DOUBLE KNITTED CROWN AVIATOR CAP



LATE orders this season strongly indicate that style in these caps for next Fall will be fleeced (brushed) finish, the appearance suggesting more warmth than the plain finish.

All the best wholesale houses carry "Currie's" caps and you will have no difficulty in getting early deliveries, as we have extended our mills to cope with our rapidly increasing Canadian trade.

Ask for CURRIE'S.

Sole Selling Agents to the Wholesale Trade

SEWARD BROTHERS

251 St. James Street - - - Montreal, Que.

Phone, Main 4179

Ask Your Wholesaler For

The "Aeroplane" Mufflers

MANUFACTURED BY
H. W. PLANT & CO.
Leicester, England.



In All Colors

THE demand for these mufflers is now enormous and they have "come to stay." They are made of pure wool, are extremely serviceable and very stylish. They retail at popular prices and the **smallest** store can make large sales in them.
Don't be misled, but stock the best, viz., the Aeroplane Mufflers.

Sole Selling Agents to the Wholesale Trade

SEWARD BROTHERS

251 St. James Street, Montreal, Que.
Phone, Main 4179

Ask Your Wholesaler for

"THE WESTFIELD"

Ladies' Scotch Knitted WOOLLEN VESTS



Pure Wool, brushed finish, single and double breasted.

If YOUR wholesaler does not handle these, write us for the name of one who does.

This Vest, being made of Pure Wool, is very warm, although light in weight, making it a very comfortable, stylish and exceedingly serviceable garment for Spring and Fall wear.

This style is the latest from the London and Paris markets.

AGENTS TO THE WHOLESALE TRADE ONLY.

SEWARD BROTHERS

251 St. James Street - - - Montreal, Que.

PHONE MAIN 4179

Sweater Coats That Sell

Dominion Brand





Our line of sweater coats for Spring is now ready. The Dominion Brand sweater coats for men and women have proved to be great sellers.

DOMINION BRAND

has met the demand for superior goods and is now being stocked, year after year, by merchants who realize that they are handling an A 1 profit maker.

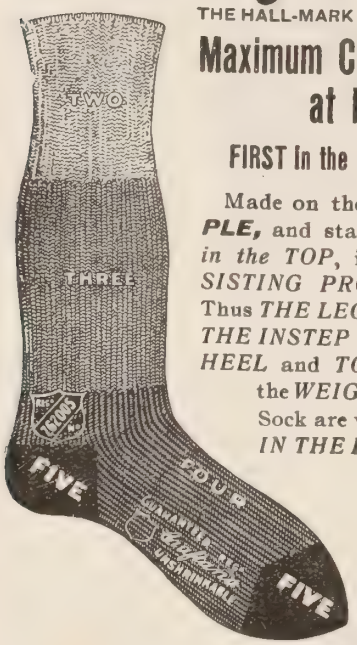
Better put your knit goods business on a firm foundation by stocking this famous Canadian brand of sweaters.

Have you seen our 1913 range of hosiery?

Our travellers will be calling on you after January 1st. Be sure and see our range of samples.

A. Burritt & Co.
Mitchell - Ontario

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

The Maple Leaf Brand of

TRADE MARK
MADE BY THE GODERICH KNITTING CO

Hosiery and Mitts

is a

Profitable Line to Sell

It is also a profitable line to buy, because each pair gives satisfaction to the wearer. We make nothing but Hosiery and Mitts, and these two lines get our undivided attention.

Watch for 1913 samples.

Goderich Knitting Co., LIMITED
Goderich, Ontario.

TURNBULL'S

MAKERS OF THE FAMOUS "CEETEE" PURE WOOL

UNDERWEAR

Be Prepared

for

Big Spring Trade

in

CEETEE UNDERWEAR

The demand for CEETEE Underwear is steadily increasing, and we are working might and main to make 1913 a banner year in sales.

We are spending thousands of dollars in placing CEETEE UNDERWEAR before the public. We are creating the demand, and we are guaranteeing satisfaction.

If you have already sold CEETEE Underwear you must know the joy of handling a superior, guaranteed and well advertised product. Every sale is repeated year after year without effort on your part.

If you have not sold CEETEE Underwear this is your opportunity to secure your share of the big profits and customer satisfaction that attend the sale of CEETEE.

Our travellers are just starting out with a full line of all our CEETEE Underwear. They will demonstrate to you the CEETEE Underwear and guarantee.

Make your order early and be prepared to supply the demand that you know you are sure to get.

Made in all sizes and weights for Men, Women and Children.

The C. Turnbull Co. of Galt, Limited

Manufacturers

Galt, Ontario

659

Also manufacturers of Turnbull's High Class Underwear for Ladies and Children—Turnbull's "M" Bands for Infants and CEETEE Shaker-knit Sweater Coats.



Hermsdorf Brilliants

A Development in Hosiery Dyeing That Will Simplify Your Buying Problem.

"Hermsdorf Brilliants" are produced by an entirely new process called "Hermsdizing"—the crowning achievement of the laboratory that produced "Hermsdorf Fast Black."

"Hermsdorf Brilliants" is the name that has been chosen and registered to identify hosiery treated by this process.

"Hermsdorf Brilliants" are dyed in all colors, absolutely uniform in shade—never "streaky" or uneven. "Hermsdizing" is applied to the *finished* fabric—uniting the permanent gloss and beauty of silk to cotton's durability.

Hosiery buyers are cordially invited to write us for further information.

Cuts and copy for advertising **Hermsdorf Fast Blacks** are always immediately available. Write to New York Bureau.

"The name that sells the stocking"

Works: Chemnitz, Saxony

Louis Hermsdorf Dyer

American Bureau: 235 West 39th St., New York City

TRADE MARK REGISTERED TIGER BRAND.

TIGER BRAND

the underwear of value

TWO FEATURES FOR FALL 1913

UNION SUITS WITH "COMFORT" CLOSE-FITTING CROTCH

HEAVY ELASTIC RIBBED UNSHRINKABLE TWO-PIECE SUITS.

R 69 at $9.00 per doz.

With much added expenditure to our already well equipped plant, we are in a position to give values and service even better than ever before.
The above lines ranging in prices, $9.00, $10.50 and $12.00 for heavy elastic ribbed, two piece suits, and $18, $20 and $24 for combinations, are made of pure imported wools.
See our range at these prices and compare them with others. Note the close-fitting crotch combinations.

Samples Now in Agents Hands.

The Galt Knitting Co., Ltd.

Galt, Ont.

Agents:—Ontario, J. E. McClung, Toronto. Quebec, Philip deGruchy, Montreal. Maritime Provinces, Fred S. White, St. Stephen; West, Hanley, McKay, Chisholm Co., Winnipeg.



Shaker Coat

HARVEY KNITTING COMPANY LIMITED

WOODSTOCK, - ONT.

Our representatives will call on you during January with a full range of

Sweater Coats

for men, ladies and Children.

Hand Made

Full Fashioned

Tailor Made

also in

Shaker Knit

and

Boys' Knitted Suits

This is the highest grade of Knitted Coats (Canadian made) that has been shown, and will be of interest to buyers before placing their orders for 1913.



No. 27 with our famous T Collar



Heavy Shaker Coat



Boys' Knitted Suit

We Sell Only To The Retail Trade

AGENTS

MARITIME	QUEBEC	ONTARIO	MANITOBA and N. W.	BRITISH COLUMBIA
F. S. White	P. de Gruchy & Son	J. E. McClung	S. Groff & Sons	H. P. Lang
St. Stephen, N.B.	207 St. James St., Montreal	33 Melinda St., Toronto	290 McDermott Ave., Winnipeg	601 Welton Bldg., Vancouver

AVON KNIT



OUR "STAR" CAP No. 24

"Avon Star" Knitted Toque. One of our specialty leaders for 1913, to be had in either plain or angora finish. This makes a good 50c. toque.

One of the many new features of our range of Knitted Novelties for 1913.

Our lines have been strengthened in every department and conform with the latest essentials of style, quality and workmanship.

We manufacture hosiery, gloves, mitts, toques, ties, mufflers, and sashes and all of these lines have a reputation for superiority of material.

When you buy **"Avon Knit"** you get a better article.

Our selling agents, Richard L. Baker Company, Toronto, are on the road with a complete range of our knitted novelties. If you have not seen them, write us for samples.

AVON HOSIERY, Limited, STRATFORD CANADA

JAEGER PURE WOOL



Underwear Specialities
Knitted Goods and Hosiery
Negligé Shirts and Shirt Waists
Overcoats, Dressing Gowns
Rugs, etc.



Our travellers will be on the road early in January with the most complete range we have ever shown in Jaeger Goods for Spring and Fall Trade.

It is important that you should see these samples before placing orders elsewhere.

We shall be glad to hear from interested buyers in towns where we are without agents.

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

WHOLESALE WAREHOUSE **52 VICTORIA SQUARE, MONTREAL**

OUT AFTER BIGGER BUSINESS FOR 1913

1913 KNIT GOODS BUSINESS



LAST year we added 10,000 square feet to our floor space, this year we have added 20,000 square feet besides spending $10,000 in new machinery, which goes to show the efforts we are putting forth to meet the steadily growing demand for Beaver Brand knit goods.





OUR representatives are now on the road with a complete line of knitted goods, comprising ladies' and men's sweater coats, gloves and mittens, caps, toques, mufflers, hosiery and half hose. We have added a number of new lines among which is the Blazer Coat, and the Scotch Knit Cap for both ladies and youths. Note the illustrations.



Style No. 4675

BEAVER BRAND



R. M. BALLANTYNE, LTD.

Manufacturers of Beaver Brand Knit Goods

STRATFORD, ONTARIO

REGISTERED

Est'd  1785

TRADE MARK

BEEHIVE
KNITTING WOOLS

—BRITAIN'S BEST—

J. & J. BALDWIN'S BEEHIVE AND WHITE HEATHER specialties form the finest range available from any source.

AGENT:—DUNCAN BELL, MONTREAL & TORONTO

Health Brand Underwear

We have a complete stock in all lines of Spring and Summer weights for Women and Children—Also short and no-sleeve Women's vests in medium and light weights at all prices.

Health Brand Underwear ensures satisfied customers. It is made to *look right* and *feel right*. Samples for Fall, 1913, are now being shown. Ask our travellers to show the range. It will pay you.

GREENSHIELDS LIMITED

Montreal

An Open Switch

MIGHT WRECK YOUR UNDERWEAR BUSINESS

Keep to the Main Line— St. George Brand

DON'T run into the open switch of uncertainty for there may be disaster ahead for your underwear business.

Take the reliable main line, St. George Unshrinkable, to a successful 1913 business in your underwear department.

We safeguard you from inferior grades because we manufacture wool goods only, and therefore specialize on wool underwear values. Values that have yet to be equalled.

This is the sure road to a big, healthy underwear business.



TRY IT.

SCHOFIELD WOOLEN CO., LTD.

OSHAWA

Ladies', Misses' and Children's Underwear

For Fall 1913

Before placing your order for Fall goods kindly await the call of our representative, who will be able to show you many improvements in our well known brands, viz:

Zenith BRAND — Crescent BRAND REGISTERED — Velva BRAND

in Womens', Misses', Children's and Infants' Vests, Drawers and Combinations.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. W., Toronto, Ont.



Alfred Hawley DYER

When buying Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

Outing Brand Knitted Goods

"The Coats that are tailored to fit."



A50



B51



C52

OUR 1913 range of Knit Goods will surpass any previous showing.

Special attention is called to our Shaker Knit Coat No. A50, here illustrated.

Do not fail to see representative or write for samples.

Frank W. Robinson,
LIMITED

Bathurst and Wellington Sts.

Toronto

Announcement

STARTING on their respective routes January 1st, our seven representatives will cover thoroughly every town in Western Canada from Port Arthur to Prince Rupert—

With Fownes Gloves, Tiger Brand Underwear for men, Peerless Underwear for women, and the strongest range of Knit Woollens we we have ever shown, for Fall, 1913. Also Crescent Neckwear for Easter.

The Hanley, Mackay, Chisholm Co., Ltd.

WINNIPEG - - MAN.

Take The Dealer Into Your Confidence

approach him, post him about your plans and your merchandise through his trade paper before you advertise to his customers. He will appreciate this action on your part and you will get his co-operation. Don't try to force him. Get his good will and you will have a selling power behind your product that you will never get by any other means.

Remember

that many of his customers knew him even before they knew you, and they will most likely take his word as to the quality and superiority of merchandise offered. In a word, get the dealer on your sales force.

The Kind That Brings "Repeat" Orders



Stock Them Early

If you have not already done so, get in a full stock of Pen-Angle Full-Fashioned Seamless Hosiery. It's just the kind your Trade will want, and nothing you carry will sell more rapidly or give you a bigger share of profits.

Wear a Pair Yourself Then You'll Know

That's the best way to be sure of their **worth**—in the wearing. It will prove to you that they are the surest-selling hosiery ever offered to the Trade. Perfect-fitting, shape retaining and comfortable. In every respect worthy of the Pen-Angle reputation.

N.B.—In Stock For Immediate Delivery

Line 1350—Pure Thread Silk Half Hose (Mercerized toes, heels and cuffs)—in the following colors:—Black, Medium Tan, Light Golden, Navy, Green, Pearl Grey, Steel Grey and Oxblood.

WARRANTED HIGH PENMAN'S GRADE HOSIERY

Pen-Angle Full-Fashioned Seamless **Hosiery**

MADE BY

PENMANS LIMITED - Paris, Canada

UNDERWEAR SWEATERS HOSIERY

CANADIAN FUR TRADE NEWS

Study the Competition of Imitation Furs

Should exclusive furriers take up these lines as an adjunct?—Styles assure that there will be a heavy sale of imitations during the fall season—Who should handle the turnover in these lines?

IMITATION furs and the style trend of similar imitation cloths, both in the piece and in the cloak section of the ready-to-wear department, are becoming a greater factor each year. At present these imitations are a source of competition to exclusive furriers or between the fur and garment sections. Next season's early style indications suggest that this condition will be accentuated.

Exclusive and high-class furriers are not willing to admit that imitations are a detriment to good business and that their sale is felt except in children's lines. Merchants, who are conducting a small fur department are finding imitation furs the connecting link between ready-to-wear and furs. These so-called furs are a means to larger sales in the garment section and thereby lead to introductory salesmanship in the fur department. At the same time the demand for high-class furs and style trend of the fur section or store has been developed. Imitation furs conform to these dictates and make for more co-operation between departments.

For the exclusive furrier, imitation immediately arouses a criticism, which the word involves. However, between seasons is a good time to consider whether imitation furs are sufficient opposition to be considered, or an opportunity to safely increase showings. A great deal may depend on the class of trade catered to and the extent of business. The comparative success of relative departments has to be met. For instance, higher price limits of the ready-to-wear or coat section have already included sufficient selling numbers of imitation cloths to make fur lined and fur collar coats a secondary consideration up to $50.

Imitation furs for children have already reduced the sales of real furs suitable for juvenile wear. Fox-aline, imitation ermine, Hudson seal velvets, Thibet, Belgian hare, Persian lamb, both black and white, house and civet cat, caracul and pony skin and mole, besides a number of different shades make a formidable list. It has been growing from year to year and includes garments from infant's sizes to misses up to 15 and 18 years. Naturally, by the time a young lady is that age the insinuation "imitation" does not appear of such importance.

The general trend of both ready-to-wear and fur departments at the present time is appearance and style rather than warmth, value or service. Nothing appeals, for the money, like many of the latter pile cloths shown, which include velvets, bear cloths, nigger heads, imitation caraculs and curl cloths and numerous rough-finished fabrics which effect an imitation. For the past three winters the demand has been increasing in proportion to the improvement in textures, color and finish of many of the newer materials shown in the same period.

In combination with furs, especially long hair pelts, the line between value and style in one section and exclusiveness and value in another is not clearly defined at the present time. Weather, style and prices have all been an influence during the last three years. While the first does not always favor imitation furs the temperature has a great deal to do with the sale of matched sets in furs to be worn with tailored suits for early season. This is therefore, the only branch in which imitations do not appear, although the fashion trend originated by the cloak and suit manufacturers creates the possible fashions in color, style and size of furs to be worn. Whether style in the fur department proves an inspiration or whether cloak manufacturers have been quick to take advantage of style trends and the

opportunity for increasing the scope of their competition is for each branch of the trade to decide.

Heavier pile velvets imitate perfectly seal and Hudson seal with sufficient appearance to compete with the latter. Price removes the former from the reach of the medium class customer. The scarcity of these materials last season is sufficient to give cloak buyers confidence for another season of pile fabrics. Different weights of lustrous imitation caracul curls and kindred pile finished materials in soft, wintry shades and specially in black are increasing. To the average customer in search of a satisfactory garment the hint of imitation is not so successful in this respect either. The customer, in judging a cloth giving appearance, style and warmth, makes a decision, not from the furrier's viewpoint but from the merits of the material itself. Each season sees the bugbear of imitation less.

On their side, furriers are educating their trade for various reasons, chief of which is the growing scarcity of numerous furs. The prosperity of customers is more or less a factor. Newer skins or the marketable values of either domestic or wild animal skins are not keeping pace with the number of new pile or imitation fabrics. While luxuriousness and extravagance in size, shape and price have helped fur departments to make new records these cannot always be depended on any more than style vagaries. And in face of this the imitation garment is making a difference estimated at fully 25 per cent. of the sales of the average furrier.

The problem for the exclusive furrier is to decide whether the general increase in fur sales is sufficient to overcome this difference. He has to find whether imitations are feasible as a protection against ready-to-wear competition or as an invitation to sales of higher class garments, when shown as a minor or first department. As an adjunct to large showings and to form a contrast, furriers have to know if this method is successful in closing sales to customers who can afford garments over a stated price.

Fur style indications in themselves show that furriers can no longer afford to ignore the fact that imitation fur business is going to be greater competition for next season at least. Somebody is going to handle this turnover. The fur section or exclusive furrier are as much entitled to this turnover as any other department or merchant. Foresight and policy suggest that within the limits of fair competition part of the 25 per cent. of imitation fur sales can be diverted to the furriers.

In the departmental store, the adjustment of departments is easy and the co-operation effects a satisfactory sale in either section. A sale of imitation furs in the cloak section does not always mean the loss of a sale of a fur garment or matched set. Comparison of prices, when increasing values are shown, does not make higher prices appear abrupt or beyond the reach of the prospective purchaser.

Furriers also have some advantages to gain. In serving people able to buy furs no prestige is lost if those particular customers know imitation furs of a reputable kind are carried to cater to minor business. More often when imitations are introduced by way of comparison, the contrast is simply a means of deciding a sale. An authentic style knowledge from two distinct sources is available.

Studying the imitation fur showings, and their possible competition, will give furriers a broader grasp on exclusive department business. The logical section for many of these serviceable garments and values in women's and children's garments is the fur department. Furriers have more opportunities to get better profits, as people in search of furs, which they feel they cannot afford, are surprised at the values contained in serviceable imitations. The success of these same numbers in the ready-to-wear section shows that the clever furrier can no longer disregard the competition, which is steadily gaining. Furriers have an option on an adjunct department which is theirs and are handicapped unless they know the extent of the competition to be met.

Notes of the Trade

Melfort, Sask.—Mrs. Ida Dorr, milliner, has sold out to the Melfort Trading Co.

Hazelton, B.C.—L. J. McArthur, dry goods dealer, is closing out here and will continue at Telkwa.

Dauphin. Man.—Ramsay & Co. have opened a clothing store.

Yellowgrass, Sask.—It is reported that E. Bowman is selling out his men's furnishings business.

Lethbridge, Alta.—J. S. Rose has opened a men's furnishings store.

Calgary, Alta.—Garritz and Weber have opened a men's wear store.

Vancouver, B.C.—The Mount Pleasant Dry Goods House of F. A. Bingham endeavored to get patrons to shop early by holding a song recital in the store one afternoon early in the season from 3 to 4 o'clock. A large crowd attended.

The Montreal Wholesale Dry Goods Association of the Board of Trade has elected the following officers for the ensuing year: G. R. Martin, president; R. N. Smyth, vice-president; Robert Henderson, treasurer; R. A. Brock, W. E. Cushing, Geo. B. Fraser, Jas. Gardiner, directors. A. Hamilton Gault was chosen as the association's nominee for re-election to the council of the Board of Trade.

DRESS ACCESSORIES

The Buyer's Viewpoint

This department will be a busy one through the early Spring season. Sales in ribbons, laces and neckwear will be heavy enough to warrant close attention to these lines. Indications are that many new varieties of neckwear will be favored for Spring.

Chinese Patterns a Novelty

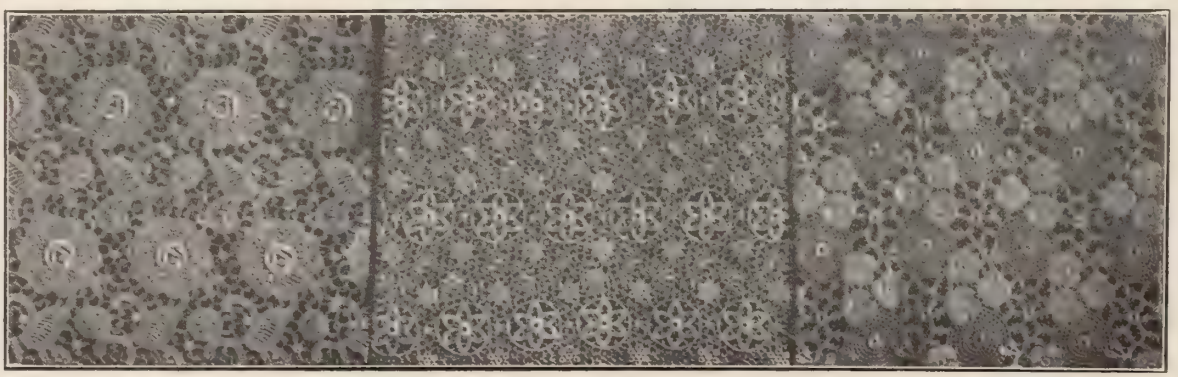
Spring largely a novelty season—Voiles, crepes and sheer batistes selling in flouncings and bands—Madeira patterns for the counter trade—Chinese patterns are very handsome.

It depends largely upon the buyer himself as to the volume of business he will do in the embroidery department in the coming Spring, for the embroidery business, apart from the edgings, and bands that are always in certain demand, this year is going to be largely a novelty business. And even in this class of trade interest and business can be created by the stocking of desirable effects and novelties.

There has been an increasing use made of real hand-worked embroideries for underwear trimming and this has paved the way for similar effects for the counter trade. Discriminating customers will be instantly interested in Madiera patterns, for these goods, as now made, closely copy the expensive hand work done by the peasant embroiderers of the Madiera and Canary Islands. The hand work is copied so closely that even the blue tinge left by the stamping of the pattern and the slightly discolored color of the embroidery thread is copied. Other edging and bands imitate drawn, blind, and punched work is common in hand embroidery.

Orders are being placed for 45, 18, and 27-inch flouncings with allovers, bands and edgings to match. A few very wide bands are selling, but as a rule, medium widths are chosen. The sheerness of the ground is one of the chief style points insisted upon, and batiste, muslin, voile and crepe are replacing the heavier lawns. Voile is the high favorite and is showing in colors as well as white, though white is strictly in the lead. Unlike other seasons when color has been introduced into embroideries, the ground is colored this year and the pattern is worked in white. The crepe used is a new weave, the crepe effect being produced in the wearing, not in the finishing, therefore the creping is prominent.

Batistes, and muslins show a preponderance of lacy effects combined with blind and eyelet work. These flouncings are very rich and, when one or more trimming laces are added, show as though made up of many laces and embroidery. This quality has made them a favorite with the cutting up trade and makers up have bought these embroideries extensively. For the decoration of voiles and crepes the new Chinese patterns are most used. These embroideries are well suited to the material, and besides have the special merit of being totally new. Moreover the patterns are very handsome.



New patterns in Venise allovers. Shown by Novelty Import Co.

£

Sterling

"Conforming to the highest standard."

Sterling Designs
Sterling Assortments
Sterling Values

Our lines for Spring are better than ever, more of them and every one is a worth-while value.

Sterlingize your stock of Laces, Embroideries, Veilings, Novelties, etc., for 1913 and pave your road to success.

THE
Sterling
LACE & NOVELTY CO.
80-82 WELLINGTON STREET WEST
Toronto

Better Prospect for Ribbons

Ribbons trim the between season hat—Novelty ribbons used to trim smart dresses—Many brocades featured—Extensive use made of picot edges.

Due to the expectation that flowers will be more extensively used for hat garnitures, and knowing that of flowers, make good, a good ribbon season will follow the makers of ribbons are making extra efforts.



Neck ruche of pleated maline headed by a high tabbed collar and finished with full ends of soft satin.

Showing more novelties. Nor will the more extended use of ribbons be confined to millinery for it is altogether probable that bright hued novelty ribbons will be used for sashes and girdles and also for the straight narrow vest effects and trimming touches at the neck and sleeves of plain tailored gowns. Bows of wide ribbons are used at the waistline of dressy gowns and evenings cloaks.

Early season hats show much ribbon trimming in the way of simple and shooting bows of broad taffeta or faille ribbon. Elongated three and four-looped bows of moire ribbon are placed against the turned up sides of hats having the long line effect.

Picot edged ribbons are showing in all colors and widths in gros-grain, faille and taffeta. The novelty in stripes is the re-appearance of brilliant Roman stripes.

Brocades are well represented. These ribbons come in delicate colorings and effects, and also in arabesques and Oriental patterns in brilliant eastern tints, and again there are patterns copied from mediaeval sources and in mediaeval colorings.

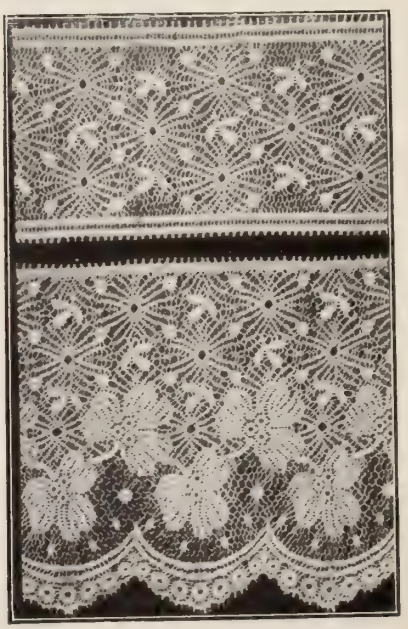
Heavy taffeta ribbons come in old fashioned colors with narrow fancy borders with picot edges. Many of them are two-toned and are strewn with single blossoms in natural colors, and grass green are featured.

Velvet ribbon is always much used and the new colors for Spring are extra beautiful in velvet ribbons. New velvet ribbons are appearing with the picot edge. Velvet ribbons in baby widths are used to edge circular flounces of tulle or chiffon, which are used to cover the brims of large, flat picture hats.

Shadow Laces Dominant

Fashion favors light laces—Renewed interest in net tops and Orientals—Venise the staple lace that always sells—Cluny's will also be popular.

For the early season's business shadow laces dominate and the new patterns brought out are softer and more filmy than ever. What will be the novelty laces is not yet quite clear, as Spring styles are not far enough advanced as yet to clearly indicate the nature of the Spring demand. Fashion, however, is strongly favoring light laces and fashion authorities all talk of Chantillys. It is certain that all net laces are to be good and when these laces are a feature the trade always turns to net tops and Orientals. New



Band and edging of shadow lace. Shown by Thompson Lace & Veiling Co.

Lace and Veiling News For Consideration

Our Salesmen are out with Our New Lines of

VENISE ALLOVERS,
VENISE LACES,
VENISE COLLARS,
ORIENTAL ALLOVERS,
ORIENTAL LACES,

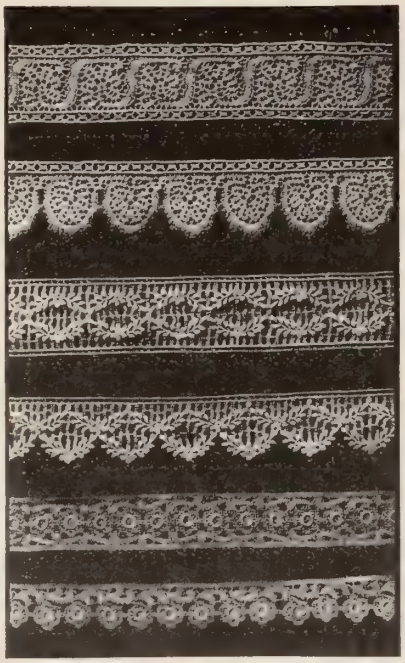
FLOUNCINGS,
VEILINGS,
MALINES,
CHIFFONS,
SCARFS.

These are the most complete lines shown in Canada and will pay you to see them before placing your orders.

We Stock the above lines for immediate delivery

Novelty Import Co.

76 BAY ST. -:- TORONTO
Vancouver Montreal Winnipeg



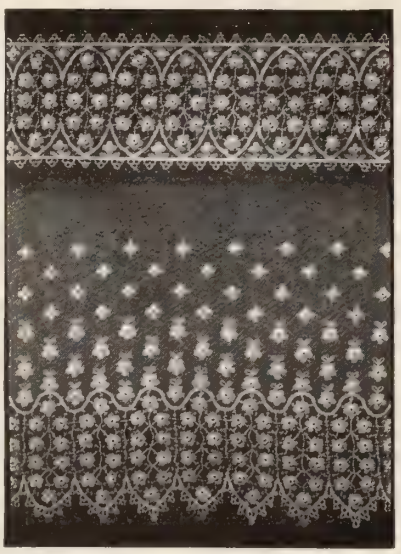
Novelty lace bands and edgings. Shown by E. W. Unwin.

patterns are also showing—that is, patterns that have some element of novelty in them—in Valenciennes and there are signs indicating that these useful laces will be better considered in the near future. Buyers are placing orders for flouncings up to 17 and 27 inches as well as for the narrower edgings and bands. Filet laces are also talked, and some orders are being placed on the lighter makes of filet lace.

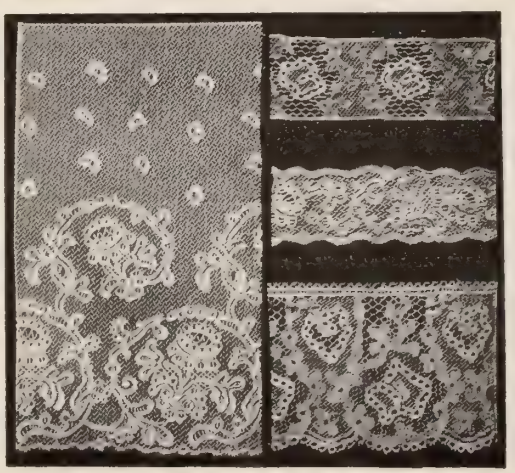
Buyers who have returned from Europe are enthusiastic about the lighter makes of Venise. Venise in all seasons forms the staple lace in the department and, no matter what lace is fashionable, there is always a good staple call for Venise. But Venise is expected to be more than staple in the coming Spring. There has been such a big sale for linens and heavy cotton fabrics that Venise bands, buyers figure out, will be the correct trimming for these fabrics. For the same reason Clunys' promise to be good, but because Cluny has had such a run last Summer, it is figured, that Venise will take the leading place.



Venise bands. Shown by Novelty Import Co.



Net lace and band to match. Shown by E. W. Unwin.



Craquele laces and bandings in novelty designs for the spring season. Courtesy. The Lace Goods Co., Toronto.

We have the "BEST SELLERS" for Spring 1913

WE are ready for the great demand for---

Shadow — Edgings, Allovers, Flouncing

St. Gall and Plauen — Allovers

Veilings — Shadow, Fancy, Shetland

To the Millinery Trade:

We always have in stock a complete range of Malines, Chiffons, Nets, Etc.

The Thompson Lace & Veiling Company, Limited

76 Wellington Street West

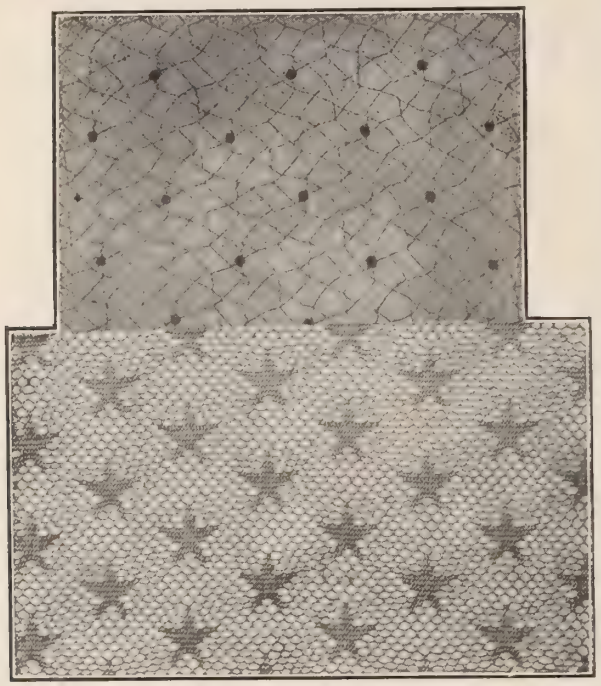
TORONTO

Please mention The Review to Advertisers and Their Travelers.

Expect Good Veiling Season

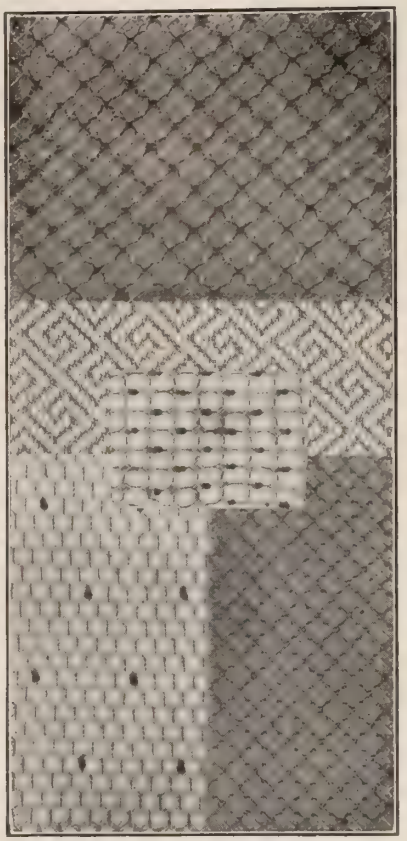
Though large patterns will still sell, neat shadows are newest - White, black and white and black and flesh complexions in piece veiling the lines indicated.

The early orders for veilings are distributed over a variety of types. Generally, it may be said that the newer patterns are being brought out in simpler effects. This does not mean that the large patterns that have been so popular for some time



Top illustration shows complexion veiling in flesh and black. Lower shows one of the new neat shadow patterns. Shown by Thompson Lace & Veiling Co.

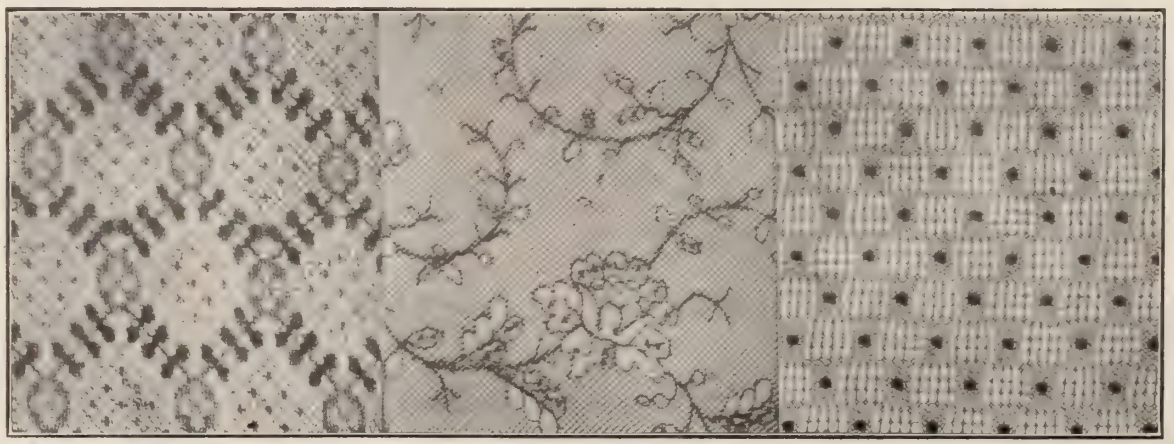
now are out of the running, and will not sell, but only that there is a tendency to favor a return to simpler meshes and effects. The large patterns are sure to be well represented, as many new and attractive patterns are being shown in them. The novelty patterns are as a rule in small neat shadow effects.



Group of new veilings showing black and white shadow and square mesh effects. Shown by Novelty Import Co.

The soft silky Shetland finish has lost none of its prestige, and this is easily understandable when it is considered that these soft finished veils are not only easier to adjust but more becoming.

White will divide with black and white for first place during the coming season. White Shetlands



Shadow and dot pattern. Lace veiling in black and white. Shadow and dot pattern.
From the spring line of the Thompson Lace & Veiling Co.



Canada Veiling Co.

A Tip to the Progressive Merchant

The difference between buying from US and our competitors. We ship you merchandise carefully selected, which we are absolutely positive

WILL SELL

By buying from other houses, at the end of your year you will find their goods on your shelf still

TO SELL

Now, which do you think, Mr. Merchant, will you buy goods TO SELL or that WILL SELL, when buying your Laces, Veiling, Embroideries, Dress Accessories, Velvet Ribbons, Malines and Chiffons, of which we are Canada's largest importers?

Canada Veiling Co.

WELLINGTON STREET WEST - TORONTO

All Mail Orders Promptly and Carefully Executed.

"UP TO THE MINUTE"



Venise lace collar novelty shape. Novelty Import Co.

are strong, but the neater effects are better liked than the large meshes. Black and white lead in complexions, and other strong favorites are found in square, hair-line, Russian, craquelle and hexagon effects. Flesh and black effects are also good sellers, and it is piece goods rather than individual veils that are being stocked.

So far no demand for any fancy color has developed. White, black and white, and black stand in the order named.

"Tub" the Parasol Shape

Carved ebonine handles and high colored silks the leading features—The India for popular selling—"Tub" shapes are very attractive and should sell well,

Should the weather be propitious, there are several reasons why parasols should sell better than for many seasons past during the Summer of 1913. For one thing, fashion indicates strongly a return to small hats, and that means the hat will not shade the face, making the carrying of a parasol a necessity. Moreover, the new fad is to match the parasol to the relief or trimming color and this makes the parasol a necessary adjunct from an artistic point of view. The novelty shape for the coming season is the new dome or tub shape, a shape by the way that is utterly impossible with a large shady hat. This shape is wonderfully smart in line and, when covered as the new parasols are with bright hued silk, the effect is both striking and attractive.

These parasols were introduced at the Summer races in Paris and were much worn at the many smart watering places that are dotted along the French and Belgium coast line. The new soft, yet brilliant reds, and the American beauty or Nell rose, and the King George Rose, or primrose are especially in evidence for parasol covers. Purple promises to come next to rose and red shades, and emerald green and National are other leading colors. Very little that it fanciful enters into the parasol line for the coming summer as the striking shape and the brilliant coloring are quite enough in themselves in the way of novelty. Another feature is the extensive use of the black handle, the carved maple handle in the new ebonine finish being the latest and most popular effect and one that forms an ideal contrast with the rich colors of the silken cover. Some handles are of dull finished natural wood, also carved, but the decided fancy both for parasols and umbrellas is for the carved ebonine handle. All the handles are of the long Directoire type and are finished a four-sided faceted point.



The new "tub" shape in parasols—shown by Courtesy, of Bailey Dixon Co.

The "India" shape introduced last Spring will sell freely in popular priced lines, but the new tub or dome shape is the real novelty.

There is little or no demand for rolled plate or gilt mountings, sterling being the only metal used. The silver mounts are plain and simple and follow the lines of the handle. For the most part these are plain and any ornamentation used is confined to flat chasing in an allover pattern covering the mount. As in parasols the fashion of the moment is for black handles, and handles of carved ebonine lead the rest.





NEUBURGER EMBROIDERIES

are recognized all over the world as leaders in original designs, high-class workmanship and values.
For the greater convenience of Canadian buyers we have opened salesroom at

126 Wellington Street W., Toronto

Jul. Heim, Representative

Manufacturers of Spring and Summer dresses, waists and children's attire are most cordially invited to inspect the line—including the best St. Gall and Domestic productions in the embroidery field. While all our goods are consistently LOW IN PRICE, they all measure up to the HIGH QUALITY STANDARD that has made Neuburger Embroideries internationally famous.

NEUBURGER & COMPANY

THE EMBROIDERY HOUSE

124 Fifth Avenue **New York City**

Factories in St. Gall, Switzerland, and West New York, N.J., U.S.A. Toronto Office: 126 Wellington Street, W.

The Supremacy of STYLE AND COMFORT

P.C. Corsets



¶ As a reflector of Dame Fashion's correct style P. C. Corsets have led the Canadian market for years, and if close touch with the "old dame" amounts to anything they will always lead. P. C. Corsets reflect the very latest Paris modes.

¶ Not only are these famous corsets designed to please the eye, but they are modelled on the latest scientifically approved plans, that give perfect ease and comfort to the wearer without altering the correct fashionable lines.

¶ Canada's leading merchants sell P. C. Corsets because they are fast taking the place of the advanced American corsets, and have proven to be the solution to the problem that for years faced every Canadian merchant.

They are producers of profit for the merchant as well as style and comfort for the wearer.



PARISIAN CORSET MANUFACTURING COMPANY, LIMITED

Quebec

Ontario Branch—126 Wellington Street West, Toronto

Twilfit Reg'd.

CORSETS

BRITISH MADE



We are requiring A Good Wholesale Drapery House to get in touch with us with a view to placing the TWILFIT Registered Brand on the Canadian Market.

Already commanding big sales in Great Britain and the other Colonies.

The Sales from January 1st to December 1st amounted to nearly 250,000 pairs.

POPULAR PRICES. Advertising Aids.

Write to

CHAS. LEETHEM & COMPANY

Landport Street, Portsmouth, England.

Fall 1913

In Our

Glove Department

We are showing more than six hundred and fifty lines, comprising a most complete assortment of American, Domestic and European lines of

GLOVES and GAUNTLETS
MITTS and MOCCASINS

Every variety of working Gloves and Mitts, including many new numbers, and a full range of Canvas Gloves, Men's and Women's Fur-lined, Wool-lined, Silk-lined and unlined Capes, Mochas, Suedes, Kid, etc., etc.

PEWNY'S KID GLOVES
For All Seasons

We are Canadian agents for the famous Pewny Glove and recommend them to you, if you have not already handled them and know their excellence. EVERY pair guaranteed. Build up your glove trade by selling your customers PEWNY gloves.

Our travellers are going out this month. It will be to your advantage to see the samples they are showing.

GREENSHIELDS LIMITED
MONTREAL

Wholesale and Retail Houses

whose buying methods are really grounded upon exact figures and true knowledge at once single out the

SWISS EMBROIDERIES

An Immense Stock of these Embroideries is kept in Montreal. A tremendous variety of patterns within immediate reach of **All Buyers**

Import Orders attended to with promptness and care. Quality of goods, workmanship and prices all beyond any possible **competition**

Manufactured by

G. THOMA & CO.

St. Fiden, St Gall (Switzerland)

Agent: **J. H. Gagnon,** *Birks Building,* **Montreal**

DOMINION BUTTON MANUFACTURERS, Limited

57 WATER ST. NORTH, BERLIN, ONT.

MANUFACTURERS OF

Fine Lines of Buttons—

Ivory, Horn, Pearl and Pearlette



Fancy Parasols

Spring 1913

We invite your inspection of our line before placing your orders

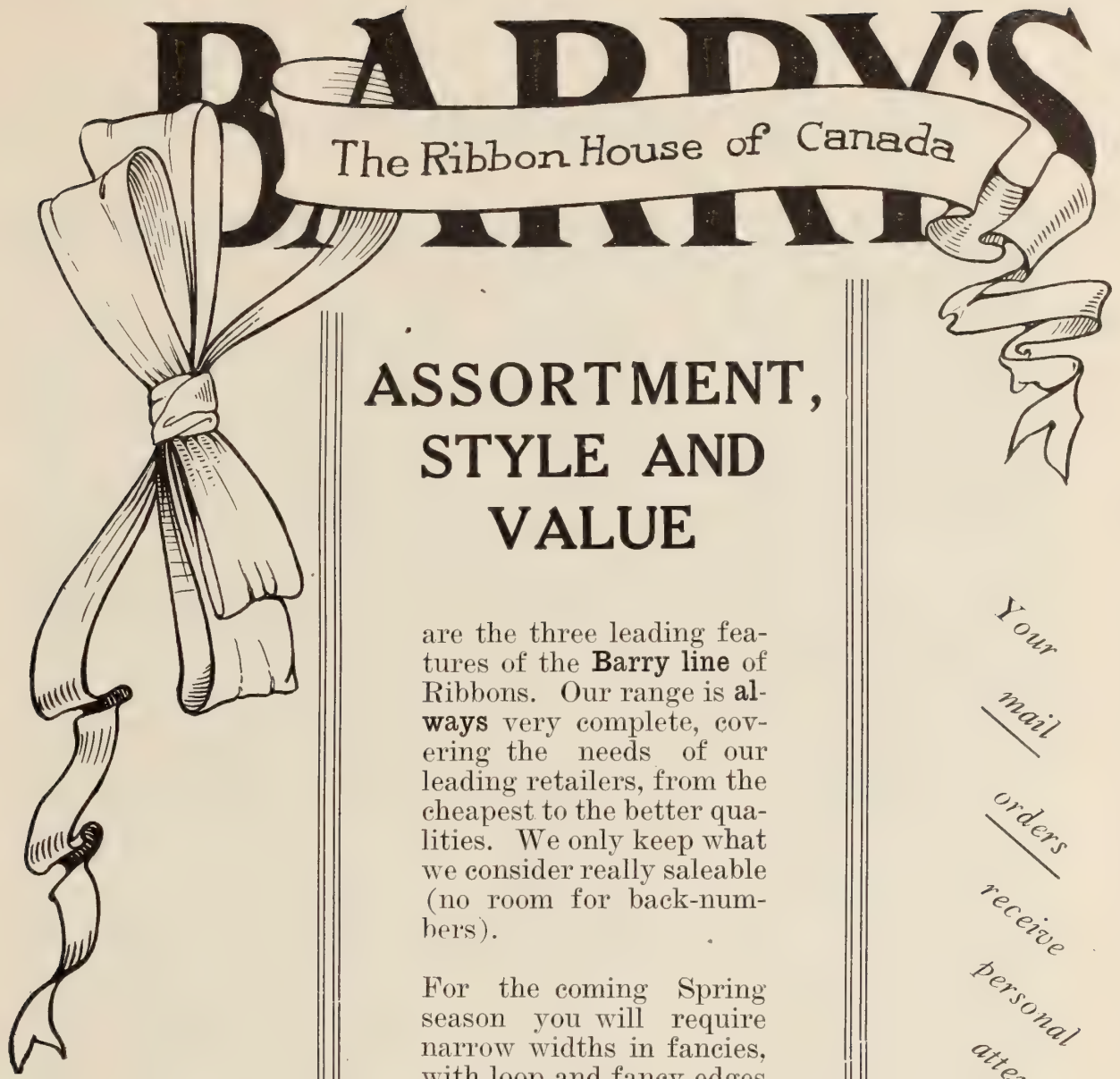
Ladies', Misses and Children's Parasols in the largest and most varied assortment we have ever shown.

The Irving Umbrella Co.

LIMITED

Manufacturers

79-83 Wellington Street West, TORONTO



ASSORTMENT, STYLE AND VALUE

are the three leading features of the **Barry line** of Ribbons. Our range is **always** very complete, covering the needs of our leading retailers, from the cheapest to the better qualities. We only keep what we consider really saleable (no room for back-numbers).

For the coming Spring season you will require narrow widths in fancies, with loop and fancy edges of different kind. **To be up-to-date you must have some.**

It is well-known that our plain Taffetas and Satins can be depended upon for both colors and real value.

Get in touch with the **Specialty Ribbon House.**

Your mail orders receive personal attention. Satisfaction guaranteed.

Walter H. Barry & Co.
Montreal, P.Q.

"The Dress Accessories House"

We have at all seasons of the year an immense stock of

Everything
in LACES
EMBROIDERIES
TRIMMINGS

And our connections at all fashion centres enable us to give our customers an up-to-date service of all novelties appearing on the market.

Our travellers will be out early in January, and our showing in the above lines will be larger and even more varied than in the past.

We trust that you will kindly look at our lines when our salesman calls, or let us send you selection of any article.

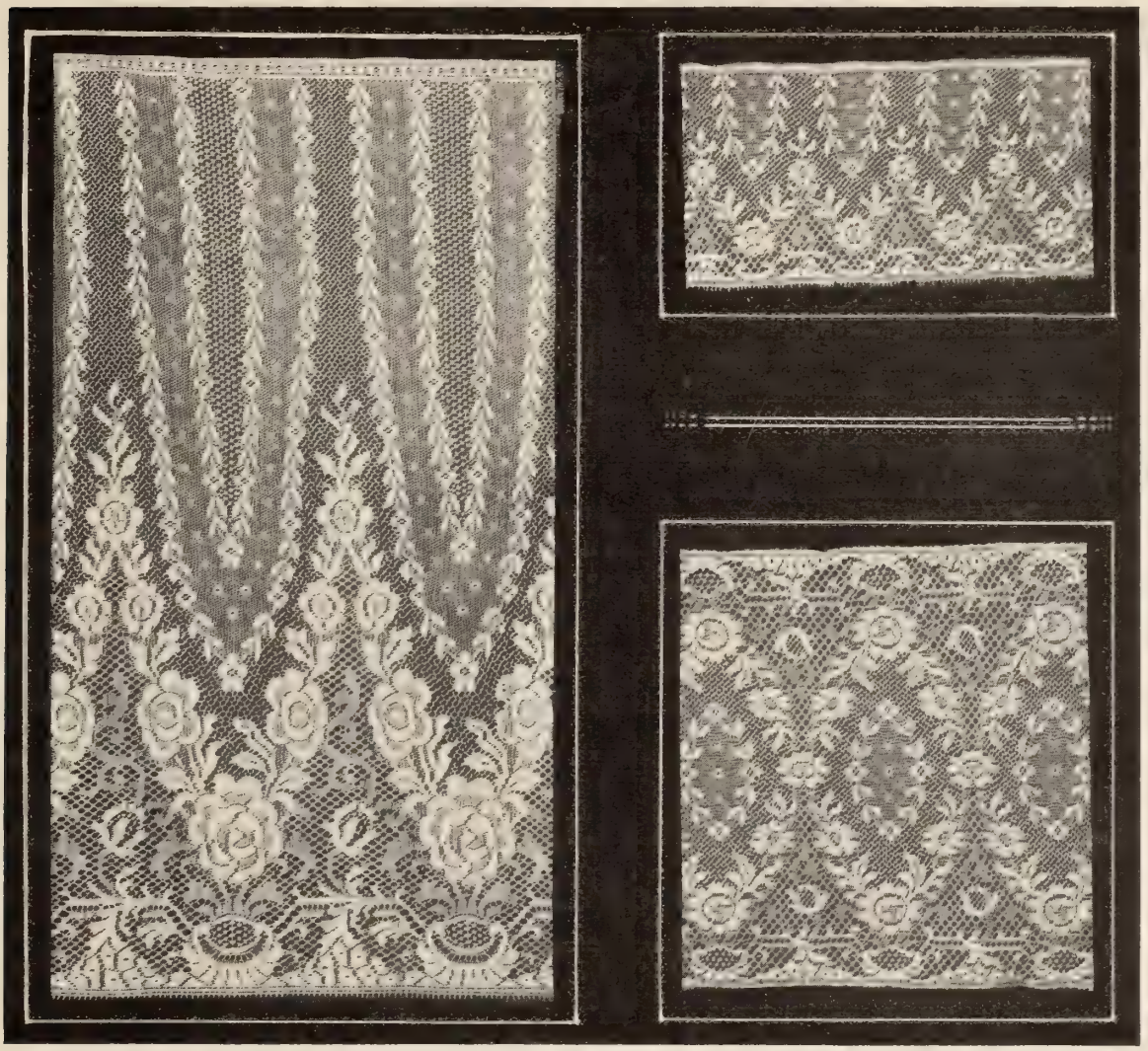
We are also specialists in Ribbons, Hosiery, Corsets and Brassieres, Curtains and Curtain Materials, and our prices on same are right.

Voss & Stuffmann, Limited

IMPORTERS

12 ST. HELEN STREET ∴ ∴ ∴ MONTREAL

"The Dress Accessories House"



SHADOW LACES

A type of lace which is very much in demand at present, and will still be more popular for the Spring season. Our showing in same will be quite complete, and comprise all widths up to twenty-seven inches.

Voss & Stuffmann, Limited

IMPORTERS

12 ST. HELEN STREET ∴ ∴ ∴ MONTREAL

Are Your BUTTONS Satisfactory?

The importance of the button industry to-day is evident from the immense quantities that are sold throughout the year. Dame Fashion says, "Buttons for trimming," and Popular Approval backs her up—**a combination that is hard to down.**

Are you satisfied you are getting the **best buttons** at the **right prices?**

We make **buttons** of every description, in the largest variety of styles, in **plain, fancy** and **combination.**

We carry a large range of imported samples in **beaded silk** and **cotton fringes, tassels, dress** and **furriers' trimmings.**

Our **Spring range** is making a big hit with the merchants who have seen it.

Let us introduce you to our line. Our traveller will call on you shortly.

A. Weyerstall & Company

BUTTON MANUFACTURERS

Head Office: TORONTO

Branch Offices: MONTREAL and WINNIPEG

"EMBROIDERIES THAT SELL"

"Laces of Distinction"

About where to buy your Laces, Embroideries, Etc.

L. C. LeVoi Company, Limited

can supply every need.

We have prices that will surprise you for all your SUMMER LACES.

Remember, we have the best values of any house in Canada.

WAIT FOR OUR REPRESENTATIVE.

L. C. LeVOI COMPANY, LIMITED

32 King Street West, Toronto

SOLE SELLING AGENTS FOR THE DOMINION FOR SPITZER BROS. & CO., LIMITED, NOTTINGHAM, CALAIS, PLAUEN, ST. GALL AND BARMEN

The Wertheim Export Co., Limited

of Berlin, Germany

13 LEIPZIGERSTRASSE

Manufacturers and Exporters to all Countries in North and South America

Beg to announce to the trade throughout Canada, their opening of EXCLUSIVE lines for IMPORT and FALL, 1913, delivery:—

TABLE LINENS, FANCY DOILIES, Etc.

TOWELS, HOSIERY, GLOVES,

HANDKERCHIEFS, CLUNY LACES

FRENCH and BOHEMIAN HAND-MADE LINGERIE

SAXONY WOOL KNITTED and CROCHETED GOODS

EUROPEAN TWEEDS for the Clothing Manufacturing Trade.

LADIES' CLOAKINGS and SUITINGS for the Manufacturing Trade.

Prices quoted Duty and Freight Paid f.o.b. Montreal or f.o.b. European port.
We have SPECIAL FACILITIES and can guarantee QUICK DELIVERY of any class of goods from any part of Europe.
Enquiries for all kinds of goods of European manufacture gladly received, and samples sent prepaid anywhere in Canada.

The Wertheim Export Company, Limited

Canadian Office: 233-239 Bleury Street, Montreal

READY TO WEAR GARMENTS



The Buyer's Viewpoint

Separate coats will figure prominently in Spring business—Johnny coats for girls on the market—Russian dresses featured for children's wear.

The suit selling season to open early — The date of Easter responsible — The dress line big and attractive—Lacey batistes and Chinese—Ratine effects on voile and crepe are combined with lace in the new lingeries—Flat Robespierre collars and long tunics and draped effects the feature of the better priced dress—Crepes indicated for the dressy waist—Many good chiffon designs—After Easter the three-quarter sleeve.

THE retailers evidently place confidence in the reliability of the suit styles now on the market for the cutting up trade is in the market for further purchases of cloth. One reason why suits are being shown and purchased early this year may be found in the early date at which Easter Sunday comes. By long experience retailers have been led to place the end of the suit selling season close to Easter. Therefore, they are preparing for a commensurately early opening for the retail selling season. For the staple suit the length of the coat has been placed from 24 to 27 inches, but when novelty suits come to be shown, variations are predicted. About 27 in. will, however, be as a rule the length of the popular priced suit coat. Models shown are both cutaway and with square corners and practically every line contains models in modified Norfolk styles. Some cutaway models gradually round to a deep dip at the back and coats of this kind are often as long at the back as 28 in. The fact that there is a latitude allowed should make it easier for the buyer to select styles that do not repeat themselves, and so obviate the sameness in style that is one of the big difficulties in the path of the moderate sized garment department.

There is little or no difference in the lines of the figure. Straight line effects are retained and possibilities are that they will be retained indefinitely, as these lines render the fitting problem easily workable. There is just the slight defining of the waist by the curving line under the arms. Skirts are just an easy width, but carry no extra fullness and the favor with which the panel back is regarded is conspicuous. Sleeves are straight and mannish in cut and are nearly the same width all the way down. Cuffs are mostly defined by the use of simple trimming on the sleeve itself. Many coats have the mannish notch collar or simple narrow shawl collar, but in the novelty class the coat is either collarless, or in some of the rolling Directoire styles, lace and other fancy materials are used for its embellishment. There is really little to be said about skirts, save that the extreme pleated effects have not taken and that the majority of designers have introduced pleats very conservatively. In separate skirts particularly, there is a tendency to make the top of the skirt only about 1½ inches high—that is the inner belt is this height. This is a concession to the lowered waistline.

Navy blue is still the best selling color. This places serges in a high position. Bedford cord is the leading cloth at present, and is a strong seller, not only in navy, but in mixtures, such as black and white, tan and white, dark and light blue, and dark brown and tan. Shot diagonals, diagonals in covert effects, whip cords and tweed mixtures are the leading popular priced cloths. Expensive suits come in sponge, light weight velour de laine, and wool corduroy.

Our New Spring Catalogue will soon be ready for mailing.
Write for one!

"Pullan Garment"

Made Since 1902

When in the City, visit our show-rooms for Novelties.

The Exclusive Selling Agency of the Pullan Garment Granted Where We Are Not Already Represented.

A Decided Individuality in Every Number is Found in the Pullan Line

Our Coats and Suits are made of the finest fabrics, including Bedford Cords, Serges, Ratine, Whipcords and Fine Imported Mixtures, showing novelty effects in weaves and colorings.



Suits, from $10.00 to $25.00
Coats, from $ 6.00 to $20.00
Skirts and Children's Coats

Every garment is smart and distinctive—designed for refined and critical trade—and priced on a basis of real merit.

M. PULLAN & SONS

An Exclusive Cloak, Suit and Skirt House.
Pullan Building, Bay and Wellington Sts., TORONTO.
Montreal Office, Lindsay Building.

A Strong Spring Dress Line

Fancy collars, narrow vests and touches of bright trimmings make the new line most attractive — Dressy models show long tunics and draping

If dresses are not again in a commanding position in the coming spring, it will not be through any fault of the designers; for the clever styles put out are numberless, and their distinctive appearance has been given without the introduction of any feature that would be so conspicuously different as to render the making of sales difficult. This has been done in most cases by the use of a fancy collar and bright touches of color for trimmings for it cannot be said that there is any definite difference in the cut of the 1913 dress. The waist line is lowered and, while defining the form, there is a decided disposition towards a slight blousing over at the front of the waist. Many fancy collars, suggestive of Robespierre rather than Robespierre in style, are used. These are almost all of the flat type, and are of satin, lace or fancy silk, and there is a disposition to add a narrow straight line vest to match the collar in the later models.

Flowered silk or wide ribbons are used, and the high colored trimming shades such as cherry, Nell rose, National and old gold are all used. Roman striped silks are also good, and lace collars are extensively used in combination with these trimming effects. The use of two colors in one fabric or of a plain and a brocaded one together is a new feature in silks and more expansive materials.

Skirts are cut plain and straight, and where pleats are used are as a rule of the invisible variety concealed under the lines of the front or back panel and introduced so as to give a little more freedom in walking. Even with these pleats, skirts do not often exceed two yards round the bottom. A few pleated



Dress of bordered delaine with the border used to produce a clever trimming effect. Shown by H. C. Boulter Co.



Plain tailored suit of bisque Bedford cord with collar and cuffs of heavy lace. Shown by Ontario Cloak.



Dress in combination effect of National blue and black charmeuse. The upper part of the bodice and ¾ sleeves and the skirt are of the blue and the drapery on skirt and waist of the black. Lace is used to finish neck and sleeves and the covered buttons are blue charmeuse rimmed black. Note the way in which the fashionable low draping effect is managed at the back. Shown by Ontario Cloak.

"HER LADYSHIP" BLOUSES AND DRESSES

SPRING AND SUMMER SEASONS 1913



No. 700. Wash Dress. $9.00 doz.

Are the very ideal of refinement and selling excellence. Ranges never larger or more attractive. Every buyer will be interested. See complete assortment with our salesmen, early in January.

Tailored and Fancy Waists

An immense range including

Forty Lines of Fine Lawn Waists

at $9.00 dozen

Style No. 513. Lawn Blouse. $9.00 doz.



White and Colored Wash Dresses.

IN A LARGE SHOWING OF SUPERIOR STYLES.

Every Garment Good Value.

Prices from $9.00 to $90.00 dozen.

MANUFACTURED BY

THE W. R. BROCK COMPANY (Limited)

Toronto

models are seen here and there, but the plain straight skirt is the rule.

In the more dressy models, draperies and tunics are employed, but there is little real fullness, and the draped effect is achieved by the use of shallow pleats or a few horizontal tucks that just eases the goods. And in all good models, this drapery is placed low down, so as not to break the straight line of the figure. Both street dresses and those intended for afternoon and evening wear are showing marked evidences of a partiality for draped effects. Some of the new dresses show a combination of drapery and tunic, one side being cut a little longer and draped up with tucks across. Other styles show panels back or front with the side godes draped into the straight panel.

Both full length and ¾ sleeves are showing, the sleeve that best completes the dress being the one chosen and this applies to dresses of heavy cotton or linens equally with those of silk and cloth. Even some of the lingerie models show the long sleeve, but here as a rule, the ¾ sleeve is paramount. There is no doubt that, for late season selling and for summer wear, the ¾ sleeve is the one required.



Lingerie gown. The skirt is of deep embroidered voile flouncing drawn in at back by a tab made of a wide band, and the same banding forms the sash effect at the back. The waist is composed of bands of the embroidered voile and shadow and crochet lace. Shown by Martin, Smith Co.



Lingerie dress of sheer voile with tab effects and bretelles of shadow lace braided with round and flat mercerized cord. The waist is defined with crochet lace and narrow guipure edges the tabs. The sleeves are full length and finish with a pleating of shadow lace.
—Ladies' Novelty Mfg. Co.

Included in every manufacturers' line are a number of what may be termed coat dresses. Though models are all in the piece, many are really two piece, and are on the order of a dressy suit. They consist of a blouse waist with a cutaway peplum attached, and doubtless later the Russian blouse effects, so much worn this winter in Paris will be shown in this line of dresses. This is a line that shadows forth a new development in garment making.

LADIES' WEAR, LIMITED
TORONTO

AS this publication reaches the trade, our salesmen will all be on their various territories with the most complete line of novelties in Neckwear and Waists we have yet shown.

We have considerably improved our facility for manufacturing, are again in a position to take care of your requirements, as in the past.

Wishing you a Prosperous New Year.

Ladies' Wear, Limited

W. F. GOFORTH,
Managing Director



Features in Spring Waists

Yokes and fuller effects are in favor — The smart waist to be of crepe de chine or meteor — Chiffon waists prettier than ever — New collar effects.

Manufacturers are making an especially good bid for business with the lines of Spring waists they are putting out for the Spring and early Summer season. For one thing, the list of materials is both a long one and the fabrics themselves are exceptionally promising. For the expensive waist, crepes head the list and smart waists are appearing made of crepe de chine, crepe meteor and crepe charmeuse. Though not quite new, brocaded satins and soft brocaded taffetas promise to be extensively used. Lace and chiffon are also prominent and there is an element of novelty in these latter waists that make for a continuance of their long favor. In washable materials, voile crepe and batiste stand first with sheer lawns for popular priced selling. Washable silks are also featured in plain tailored waists and, from the way in which these goods have sold, a big season can be predicted.

The new tendency is towards more fullness and to the blousing of the waist over the waist line to some extent. Advance models show the use of the yoke both back and front and the setting on of the lower portion of the waist with some fullness. Waists of chiffon, crepe, and Jap silk come with the lower part accordion pleated or are very much tucked at the top. Another new idea is the use of cordings of self fabric to outline the yoke and to set in the sleeves. Waists of chiffon and crepe de chine both in white and in colors is expected to be much worn in the coming Spring. Crepe de chine in particular launders and wears well and, therefore, is particularly adapted to form a good waist fabric.



Semi-tailored cotton voile waist trimmed with cotton frogs. The neck is finished with a lace collar and the long plain sleeves have frills of pleated lace.



Lingerie gown, New York model, showing the lowered waist line and the combination of embroidery and lace.

The new shadow laces, and net laces make up into most attractive waists and the much liked lace waist made up in these novelty laces promises to take on a new lease of life.

What type of sleeve will be favored is always important and though there will be numerous models shown with the full length sleeve, from now on more favor will be accorded to the ¾-sleeve. Sleeves,

Home & Watts Dresses for the Girls



LITTLE girls and big girls, even the tiny tot and the infant are taken care of in the Home & Watts line.

Every kind of dress from the serviceable school dress to the beautiful lingerie creation—from the baby's first clothes to the dress for the girl entering womanhood, are found in our Spring, 1913, range, and in such a variety that to select a stock that will please and sell is a very simple matter.

Don't be satisfied until you have examined our entire range.

Home & Watts Limited

19 Duncan St. Toronto

whether full length or ¾ are set into the arm hole without fullness. Full length sleeves often have a long cuff reaching mid-way up to the elbow into which the sleeve is set so as to form a fairly full cuff.

Quite a number of straight vests are used and one of the really new features is the collar. The popular collar is the flat Robespierre. These collars are made of satin and lace, and ratine or of lace. Double collars are used with striking effect, the one being of strong color and the over collar of lace, crepe or chiffon. Many of the collars are raised at the back, but all are flat in front. Many waists have both a low collar and an inner yoke of lace finished with a high collar. Waists are also so designed that a guimpe can be worn finished with a high collar as a neck finish.

The popularity of buttons for trimming purposes continues and almost every waist is trimmed with fancy buttons. Jet buttons are smart on waists of white or light colored silk or crepe, and crystal buttons in white and in color or combined are very much used.

Lingerie waists open the season at the January sales, and prospects are bright for a good season. The lingerie waist is emphatically the useful waist and this year's models are exceptionally dainty. Voile is to be particularly good, crepes are new, and the run of sheer lawns trimmed with lace and embroidery is a large one. The waists shown for present selling have the high collar and the long sleeve. As the season advances, the ¾-sleeve and the collarless models will prevail.

Separate Coats Prominent

In shorter lengths, coats will be among popular spring garments — The attitude of conservative buyers — Blazer coats promise to be very popular.

The separate coat in shorter lengths promises to be one of the most popular of the Spring garments, and predictions are made that in the larger centres at least the ¾ length coat will duplicate the successful selling of the present Fall and Winter seasons. On the other hand, it is pointed out that Canadian trade is conservative, and that a big Spring coat season has never occurred before in Canada, and, therefore, there are merchants and manufacturers who are somewhat dubious over the outlook. Those who favor coats for Spring wear point to the many smart and novel styles and to the number of cloths put on the market, suitable for furthering this development. They point also to the big business done in dresses and to the usefulness of a Johnny coat in this connection.

In general outline, the coats shown for Spring are the same as those that have proved such good sellers this Fall. They are loose and roomy to the hip line, and from there down are cut without any needless fullness. In fact, some models taper in, and where this cut is not followed, there is a panel so cut as to give this effect. The sleeves are fitted without fullness into roomy armholes, and show a tendency to wide cuffs. Many are collarless, and finished with a collar of heavy lace, or the collars used are of the flat Robespierre type. Large revers mostly of the cloth are used and the collar is of the trimming silk. Large novelty buttons and on some models fancy buckles are used as fasteners and trimmings.



The summer girl is to wear a blazer. The blazer coat can be had in the colors of all the leading Canadian colleges.

Belted back effects are numerous, and some coats are shirred just above the waist line at the back, the shirrings being set into a panel. Coats of cord silk and soft satin exhibit drapery effects, and etimaine coats are lined with bright hued satins.

The fabrics employed are either in pastel shades or in striking combinations of black and white, tan and white, blue and white. The striped materials include hair line and narrow stripe and striking stripes, ½ and ¾-inch wide. Checked cloths in large and small sizes in black and white with contrasting over stripes are also used. Other materials are two-tone diagonals. Bedford cords, eponges and mixture

G & F

Brand of SKIRTS

SPRING 1913

IN the past seasons the best buyers have experienced that the best selling numbers in the skirt stock were G. & F. Designs.

Our outstanding success in the production of skirts that sell quickly and steadily, is due largely to our policy of specialization.

We are skirt specialists in every sense of the term. We make nothing but skirts, think nothing but skirts. Our plant is specially equipped for nothing but skirts. As a result we are able to produce the best possible garment at the lowest possible cost.

In the G. & F. Spring range you will get the trade's best skirt offerings in style, fit, quality and value.

Gardiner, Foley & Co., Limited

24 Ryerson Avenue

Toronto - - Canada



STAR BRAND

Quality First

Star Brand Waists

Snappy Styles

WE aim at "Quality first" with absolutely correct style and a price consistent with the highest value possible.

STAR Brand spring samples are ready for your inspection.





The Star Whitewear

BERLIN ∴ ∴ ∴ ∴

1913 STYLES

Price Lowest



Star Brand Children's Dresses



have that cunning touch that appeals to the fond mother, almost to the point of forcing the sale.

They sell readily on sight, and after sold give that amount of satisfaction which produces further patronage.

Our line is ready—see it.



Manufacturing Co.

∴ ∴ ∴ ∴ ONTARIO

tweeds. Soft satins, charmeuse, and two tone cord silks are also used.

THE VOGUE OF BLAZER COATS.

Taking the place of the sweater coat, blazer coats will have a very strong representation next Spring. These have been introduced on the American side during the past season, and to some extent have been worn here, but next Spring will see them very strong as some of the larger stores are taking them up and featuring them very extensively. They are made just like a man's sac coat or after the style of the Norfolk, with pleats, yokes and patch pockets. Striped flannel with the stripes about ⅜-inch wide is used almost entirely. Many combinations are presented, but the most desirable are red and black, black and yellow, blue and black, and blue and white. All the color combinations of the different universities and leading Canadian colleges can be obtained, and this should be a big feature in making the summer blazer popular.

Garments for Children's Wear

Belted effects prominent in all lines—Norfolk, middy and Russian or Buster dresses meeting with great favor—Pleated skirts good in popular priced dresses—Two color combinations the novelty—Johnny coats for misses' wear on the market.

Washable dresses for children's wear are a big item now in every well conducted garment department. The selling of this kind of merchandise begins early in the season, as few mothers favor the wearing of cloth dresses for general wear, save in the very coldest of weather.

Belted effects are prominent in all lines of children's dresses. Norfolks and Norfolk middys, Buster Browns or Russian blouse models are all big sellers. There is quite a tendency towards using belts of the trimming material, though belts of patent leather are still much in evidence.

For the useful school dress, pleated skirts are retained, but, particularly for older girls, more gored models are showing. With this exception, there is little change noted in the washable dresses for children's wear. Poplins, ducks, drills and Indian heads are better sellers than woven and printed materials. Ginghams and percales are too useful to be superseded by any other cloth.

Combination effects are a leading feature. Two-tone Bedford cords are worn, trimmed with duck suitings in blue or fawn. Fawn and blue are combined with white and both blue and fawn are good with white trimmings.

Serge as usual leads in the lines of children's coats for Spring. Navy blue is always the big seller but this year reds and tans are also strongly featured. There is a disposition to give more prominence than for some seasons to shepherd's checks. In mixtures, tan tones and grey are the leaders, and many cloths show narrow and hair line stripes.

As in women's lines, the flat Robespierre collar, rather high at the back but turnover and flat in front, are freely used. Contrasting colors in silks, ratine and velvet are used in facing collars and cuffs and some of these are supplemented by the use of black or self colored braid.



Smart child's dress of tan linen. The shirt is gored and piped onto the waist. The collar is set on to the dress with a piping and the cuff matches. The newest feature is the straight vest with buttons on one side and simulated button-holes opposite. The vest piping buton-holes and button rims are of red linene. Shown by R. D. Fairbairn & Co.

Many belted models are shown, and quite a few models are along Norfolk lines. Many belted back coats are on the market, but preference is given to those having the belt all round.

For misses' wear, Johnny coats having all the features described in women's models, are on the market and judging from the way in which this coat is being taken up, this style of coat is expected to be an excellent seller in the coming season.

The Largest Exclusive Coat House in Canada

COATS

FOR ALL KINDS OF WEATHER

Our line is complete.

The National Brand coats have won an enviable name for themselves throughout the Canadian trade. This is due largely to the fact that we make nothing but coats of all kinds and in specializing and concentrating on the manufacture of this one line we are enabled to give values that otherwise would be impossible.

National styles have never taken second place, but lead the coat trade of Canada. An early inspection of our line will relieve the coat situation for you. Let our representative show you the range when he calls.

Write for our latest catalogue showing the various styles.

The National Rubber Co. of Canada

MONTREAL and TORONTO

Modes That May Influence Spring Styles

Some of the most popular kind—Winter ideas—Gorgeous brocades and filmy tulles and chiffons the leading evening fabrics—Crystal and paste trimmings freely used—Callot introducing jet—Metallic braids and frogs used on Riviera costumes—Russian blouse coats cut low to show the blouse the new feature in these advance Spring models—Novelties in Christmas neckwear.

Paris, Dec. 31.

JUST a few models designed for Riviera wear are beginning to make their appearance and until they become more numerous the many American buyers and the representatives of the dressmaking and manufacturing houses who are now in Paris are relying chiefly upon the stage to give them pointers as to the trend of style for Spring. The connection between the stage and the model houses is very intimate and much to the advantage of both. Every French actress of note is gowned by one or other of the famous Parisian couturiers, and as a rule all the leading houses make a special price to actresses because they know that their gowns will be displayed to advantage and also because the stage is the best possible place for the launching of a new idea. Therefore, the production of a new play in Paris is always important from a dress point of view, and the gowns are quite as much discussed as the play.

To be frank there is little that is really new in dress tendencies and there is really no leading style period indicated; the gown is the gown and all periods are drawn upon impartially, the only really set point being the fact that the natural straight line figure dominates, and all styles must conform in this respect. This being the case the interest settles on the fabrics worn, and, to illustrate, some of the dresses had best be described. A dress designed by Madame Paquin is of pinkish-yellow crepe embroidered in gold threads over which a drapery of nasturtium yellow chiffon is placed which trails on the floor. The corsage is formed of a surplice drapery of chiffon over a low under-bodice of the gold embroidered crepe. Over this dress is worn a cloak of a single width of midnight blue chiffon, the straight front edges of which are looped around the arms so as to produce wide armholes and a baggy draped back. A band of ermine outlines the mantle to the waist line in front, and from where the ermine terminates the edges of the mantle are finished with a line of blue beads. The drapery at the waistline is confined by a string of amber beads used as a girdle, one row outlining the waist and the other dropping low in front. This gown emphasises the big use Parisian dressmakers are making of such fabrics as chiffon and crepe.

Another gown designed by Bechoff David for Monna Delza is totally opposite to the one described above in type, for it emphasises the fact that the high waistline of the Directoire and Empire period is by no means passé. Over a foundation of white satin, a simple slip of slightly full white tulle hangs. Over the slip is worn a long redingote of black velvet brocaded with bunches of flowers in Pompadour colorings. This redingote comes together under a diamond bar pin at the waist and is much cut away below to show the tulle slip. Above the waist it opens in V-shape. Tiny paste buttons run from the decollete to the hem of the gown and a row of paste trimming outlines the opening.

Totally different in type is a gown worn by Madame Bartet at the Comedie Francaise. This dress is all in one piece and is pulled on as if it were a stocking. There is an underslip of white satin which is completely veiled with sea green tulle beaded with crystal and banded around the edge of the skirt with white marabout. There is a wide panel of crystal embroidery running down the front and a narrower band goes under the arms and around the top of the corsage. Just above the knee the gown is caught with a deep pleat giving a drapery effect and raising the skirt in front to show slippers of emerald green satin embroidered in crystal. Drapings of green tulle and festoons of crystal beads form the square of the corsage and take the place of sleeves. The satin slip wrinkles to the uncorseted figure while the green tulle overdress hangs somewhat free. The whole effect of this dress is decidedly moyen age.

Enough has been said to show the diversity of type that prevails and also to show that sumptuous brocades in velvet or satin and the lightest and sheerest tulles and chiffons are the height of fashion. Bead trimmings and brilliant bands and galoons are the leading trimmings. Many leading dressmakers are using metallic trimmings, particularly gold.

VELVET AND PLUSH POPULAR.

For reception and day wear, velvet and plush take precedence over all other materials. The newest fabric is velour cisele. That is, a velvet pattern is brocaded on to a background of satin chiffon or crepe. One of Callots latest models is of this material. The skirt is elaborately draped, but the bodice is of tulle ornamented with strands of jet. The velvet was black and the tulle flesh colored.

The novelty introduced for Riviera wear seems to be the Russian blouse jacket made with a three tiered basque. All these jackets have low cut fronts to disclose the blouse cut, collarless as far as the neck is concerned, and finished with a low rolling collar. Many of these advance spring coats are in Directoire style, cut low to show a vest and meeting at a single point and separating again.

(Continued on page 182.)

DRESSES FOR ALL

We Are Dress Specialists

BEING specialists in Dresses we centre all our experience and energies on the production of this line, with the result that for real exclusiveness of style and genuine value the "Ladies' Novelty" range is unequalled.

Let us prove to you beyond a doubt what it means to specialize. Look over our line of Women's, Misses' and Girls' dresses, then see that of other manufacturers. We are positive you will be convinced that it pays to specialize.

Do not let the opportunity pass to see our range before you conclude your Spring sorting and early Summer purchases.

We have added to our staff another designer of very high repute, which will give our range an individuality that cannot be surpassed.

The Ladies' Novelty Mfg. Co., Limited

126 Wellington St. W., Toronto

W. E. ROBINSON, Pres. **H. D. SOMERVILLE, Man. Dir.**

Taking Stock in Ready-to-Wear Dept.

Accumulation must be avoided—Early display is an effective measure to avoid loss in this respect—Some dealers issue invitations to special mailing list in advance of season—Take stock at right price.

Written for the Review by Howard R. Wellington.

IN ORDER that a true result of the trading for the year or the season may be obtained, great care must be taken in listing the stock of garments at the time of closing.

While it may be possible to obtain at retail the price placed opposite the individual garment on the stock list, still it will cost something to sell such garments in the way of advertising, store maintenance and salesmen's salaries. If the same price as listed is obtained, then the next year or season will have to bear the expense of selling these garments, and such a plan would reduce considerably the profits on the next season's turnover. In this way there is a burden each year thrust on the next year, which does not show the true state of affairs and which eventuly will lead to financial distress.

HOW TO AVOID AN ACCUMULATION.

There are a number of plans to adopt in order to avoid the accumulation which is the ruin of so many Ready-to-wear departments, the most important of which are:

First—*Early Display.* It is generally admitted that the profit is made in the ready-to-wear department on the better class of goods sold early in the season, when the lady, who wants something exclusive, knows that it is necessary to make her selection before the stock is broken into and handled. Such a customer is quite willing to pay the price asked for the garment. In the long run this is the customer you depend upon in any case. Why not give her the opportunity of selecting early. A good plan, whether the town or city is small or large, is to have a selected mailing list, and issue early in the season, a folder booklet, invitation or something attractive which will appeal to the customer. By "early" is meant some time before demand begins for seasonable garments. Mail these to the selected list, inviting them to your early display before the formal opening. It will be found that, if this is done persistently in a personal way, customers will exhibit a keen interest in this early showing.

THE RESULT OF EARLY DISPLAY.

Last Summer, as everyone will admit, was not conducive to a big business in wash dresses, such as lawns, linens, chambrays, etc.

A large majority of merchants admit a poor season, and when asked when a display of this line was just made, will tell you that the season was so backward that the goods were actually not shown till June.

Now, as a contrast, in the same district, displays were made as early as February; with what result? The statement was invariably made in such cases that the season was a fairly average one, and in a few instances, better than the previous one.

This surely demonstrates that it does not pay to leave articles boxed up, until people are asking for them, and it is here, as in other cases of selling goods, that the power of "suggestion" forms an important factor in increasing sales even during, what would otherwise be, a dull season.

The second consideration is *Careful Buying.*

There is a vast difference between buyers. One merchant will come into a sample room or into the market, prepared with a complete record of what his ready-to-wear department did for him last season; the size, the prices, the shades and the quantities of each. He is the careful buyer who knows about what he can turnover and what class of goods sells best. He may take longer to buy but his selection is in good taste and his quantities carefully worked out. This merchant may strike a "bad" season the same as another but seldom suffers a loss. His stock is clean and yet the customer has a good selection to choose from.

This merchant has never bought too much to prevent his adding a few of the latest novelties which come out about the middle of every season.

DETECTING A DROP IN SALES.

The ready-to-wear man who would be successful must be watchful to detect the slightest falling off in sales caused by weather conditions, backward seasons and other conditions. He must know when the customers of his community usually buy their garments, when trade has reached its highest limit, and when to clear out his stock. It is not a good policy to hold stock beyond a certain time, but this time depends largely on the district, the weather and other local conditions. There comes a time when it is policy to clear certain garments at cost, if necessary.

The last consideration is to *Take Stock at Right Price.*

If there is to be a loss, take it in the season in which it belongs, and do not saddle the next season with it. Far better to know exactly how much the profit or loss than inflate the profits by the possibility of securing a higher price at some future date. Ready-to-wear garments are different to other lines in this respect.

GOODS THAT ARE DIFFERENT

GOODS must create interest before they will sell and this interest is only produced through features that are different, features that are distinctive. They need not be loud or freakish to distinguish them from the usual and to attract the attention of the woman who knows and appreciates.

Waldman coats and suits for Spring, 1913, are of the "dignified different" order, and will create a great deal of healthy sales producing interest in your ready-to-wear department.

Our garments are in a class by themselves.

Waldman SUITS and COATS

"The Originators of Better Class Cloaks and Suits in Canada."

The Waldman Company, Limited

Joseph H. Waldman, President and Managing Director

513-515 ST. PAUL ST. - - MONTREAL



Trade Allens Mark



THE IRRESISTIBLE

Smart Styles

They are styles that clinch the sale at first sight, and are backed up by a quality and price that give lasting satisfaction. Order to-day and see for yourself that what we say is right. Our representative will call soon with the complete "Allen" range.



Write or

Allen Manufactu

105 SIMCOE ST.

Long Distance Phone
ADELAIDE 966



Trade Allens Mark



ALLEN GARMENTS

For Spring Selling

"Allen" Whitewear values are known all over Canada. They are known and appreciated by the best merchants in the trade. We do not claim that we have the only satisfactory goods that you will be offered, but we do say that we will place our values against all others without fear of having to take second place.

Take us at our word and wire or write for a few of these numbers to-day.



Phone To-Day.

ring Co., Limited

TORONTO

Long Distance Phone
ADELAIDE 966

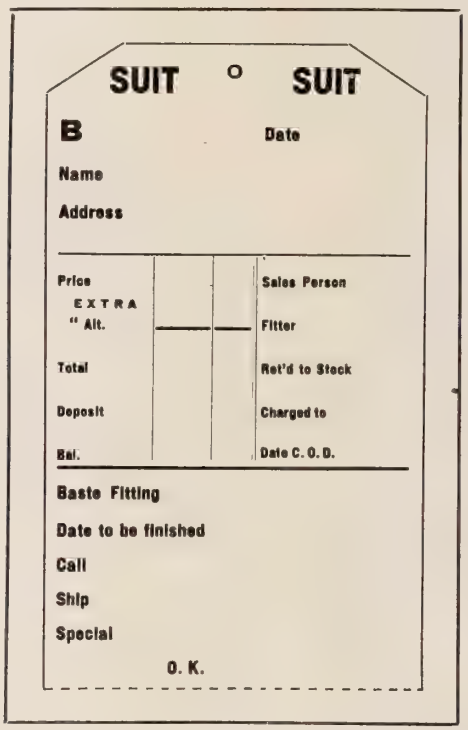
Should Charge be Made for Alterations?

A problem of some moment in the ready-to-wear department—some of the advantages of charging—Greater uniformity in prices is provided in this way—A system which has been found effective.

SHOULD a charge be made for alterations? This is a moot question with all merchants selling garments for women, and opinions differ very widely. A discussion of the question will, therefore, be in order.

Merchants who do not believe in charging for alterations are actuated by a desire for more sales. They believe that to offer to make any garment to suit the customer is an inducement to customers to buy.

On the other hand, it must be considered that the price of a garment is fixed without allowing for the cost of alterations. If it is found necessary to send it through the workroom before the customer will accept it, and no extra charge is made, the cost of the work and material used in the alterations must be taken out of the profit. In the end, the cost of the upkeep of a workroom must be met out of the business and must, therefore, be provided for. This means that the selling price of the goods will be fixed

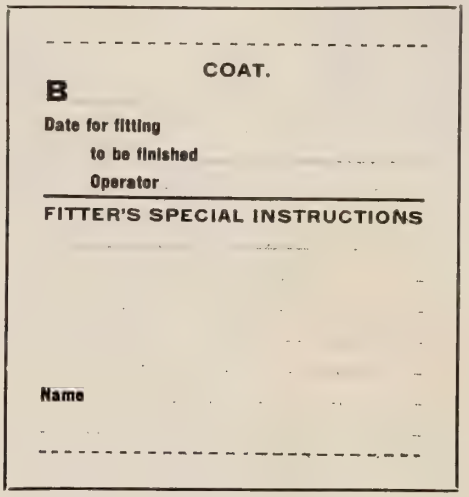


Bookkeeping slip from alteration card.

at a figure bearing a share of the cost of that department.

Getting right down to a close consideration of the matter, it is not at all certain that making alterations free is an inducement to bigger sales. If the merchant has adopted the principle of charging for repairs, he knows that he has no loss to anticipate from that quarter, and can probably make a closer figure on the selling price of his cost. This will prove a factor in increasing sales.

Another consideration is the advisability of establishing uniformity in prices; and there can be no



Slip to be attached to coat.

doubt that charging for alterations makes for uniformity. Under the other system, one customer finds a coat or suit which fits perfectly and pays the same price as another customer who has extensive alterations made. If the matter is closely traced, it will be seen that the first customer has helped to pay for the alterations made for the second customer.

Quite a large number of firms have adopted systems for charging, which have been found satisfactory. One firm have adopted a plan with many good points which will be found interesting: The garment that goes from the garment department to the alteration room for changes, goes directly to the alteration room bookkeeper, who is held responsible for the garments turned into her department. The fitter, into whose charge the fitting is given, fixes the appointment with the purchaser at the convenience of the customer. The bookkeeper files the alteration card, turning over the garment with that part of the card that gives instructions as to the changes to be made. Other than the bookkeeper in the department, no one in that store department knows the name of the purchaser of the garment. The appointment card is retained by the customer.

In connection with this system, the accompanying forms are found necessary. It will be noticed that, not only are complete instructions given, but the possibility of mistakes is reduced very considerably.



Are You Selling EPPO Petticoats?

The idea of the Eppo is a skirt made only in one size which fits all waists from 20 to 28 inches. There is no bunching on the waistline; there are no strings or buttons. No alterations necessary—close the snaps and the Eppo fits perfectly.

Eppo petticoats in "Blackeye" moires and "Egyptine" Taffeta are big sellers. Both materials guaranteed. This season's models are rather wider, following the styles of pleated top skirts.

Ask your wholesaler for samples and prices. These new lines will brighten up your underskirt department.

The Canadian Converters' Co. Limited
Montreal

Fashions at Vice-Regal Drawing Room

Some of the styles seen at important social functions at Ottawa—Absence of court trains a noteworthy feature—Costumes, however. were very elaborate—Most of the ladies carried flowers.

THEIR Royal Highnesses, the Duke and Duchess of Connaught, held their second Canadian Drawing-Room at Ottawa. The function was, as usual, held in the Senate Chamber and was attended by over eleven hundred persons prominent in the social and military life of the Dominion.

This season the edict had gone forth that court trains were not expected at the Drawing-Room and as a result very few were seen, favor being accorded the short, round, pointed or "fish" variety. A few regulation court trains were worn, perfectly straight and smooth, narrowing slightly towards the waist, and caught either on the shoulders, or half-way between shoulder and waist. One monstrosity, however, of heavy yellow chiffon heavily lined with satin was caught by pleated strands at the waist line and also on each shoulder and trailed straight out about two yards behind the wearer.

GOWNS WERE VERY ELABORATE.

The absence of court trains, however, did not prevent the gowns being on an exceedingly elaborate scheme. Light and vivid colors predominated. Materials comprised the richest of fabrics from the sheerest of chiffons and shadow laces to the most sumptuous of brocades in velvet and satins, with combinations of two, three or more colors and materials.

Satin, charmeuse, or duchesse, formed the foundation of most of the gowns, which were then veiled and trimmed in every conceivable fashion, with chiffon, draped or pleated; lace, Irish crochet, Limerick, Brussels, or shadow; Brussels net, embroidered in every possible style in silks and beads; dew-drop net, jewelled tissues, ninons, marquisettes, crepes, plain and flowered and velvet brocaded chiffons.

Sleeves, even in the most elaborate costumes, were noticeably longer than those worn last year, and the corsage noticeably higher and generally square or pointed, rather than round, the pointed effects usually showing a soft fold cutting off the point in front. Panniers were a feature of many gowns worn on slight figures, but in every case so arranged as to preserve the narrow silhouette. Girdles were of ribbon, softly folded, or of thick, soft cord.

Jewelled and beaded embroideries were very much in evidence, and among them bead embroidery like that done on canvas in the olden times, one dainty débutante frock of ivory charmeuse having an overdress of ninon with border and motifs of this embroidery, quaint, old-fashioned looking pink roses and buds and shaded green leaves on a ground work of white and transparent beads.

Gowns of velvet and brocaded satin were made with corsage and sleeves of jewelled net, shadow lace or other rich sheer materials. Jewelled mesh of various sorts was worn as tunic and corsage drapery, sparkling in silver, jet, crystal or opalescent brilliancy. Brocaded velvet and charmeuse were combined in underskirt of the satin, with overskirt of brocade and bodice of brocade and lace.

Flounces of lace in the finer varieties were a feature of a number of dainty gowns worn by slender people, the foundation of satin with one, two or three depths of lace, worn with short tunic of pearl or crystal embroidered chiffon or ninon.

The sheerest of crepe de chine, richly embroidered in silk or lace was used to veil or drape both satin and velvet gowns, some of the draperies being most intricately done.

While almost all the ladies wore the regulation veil and feathers, a few availed themselves of the fact that these were not necessary, and wore, instead, thick sprays of osprey fastened with jewelled pins or ornaments. A great many hair ornaments were worn in addition to veil of feathers, chiefly in flat jewelled effects in bars or ornamental settings and in bandeaux, the narrow single strand of rhinestones being especially favored. At the Opening of Parliament the pearl rhinestone bandeaux were particularly popular, many of the former finishing in heavy pearl drops about the ears.

SATIN SLIPPERS WORN.

The slippers worn were chiefly of satin, matching the gown in color, of black satin or velvet, finished with large square rhinestone buckles, or of cloth of gold or silver, with tiny ornamental silver or rhinestone ornaments, which added an attractive sparkle, without detracting from the general richness of the shoe itself. The slender Cuban or modified French heel and slenderly rounded toe were features of the general style.

THE JEWELRY WORN.

Diamond tiaras and bandeaux featured at the Opening as coiffure jewels, and both on that day and at the Opening there was a perfect blaze of gems. Diamonds were in leading place, with pearls a close second, worn as necklets, collars, and in long ropes encircling the neck and falling quite to the waist. A





Referring to Dresses

New Dresses in Serge, Ratine, Voile, Crepe Meteor, Messaline, etc.

The latest style ideas have been adapted in these fabrics with the result that they offer many innovations certain to win the approval of customers who know and demand the very last cry of fashion.

This line should be seen without fail as its many selling points are apparent at first glance.

The Laurel Manfg. Co.

60-68 BAY ST. — TORONTO









Referring to Suits

Our extensive range for Spring is now complete and we are confident the line will appeal to every critical buyer.

Special efforts have been made in the selection of cloths and this combined with Style Features by clever designers, make the line worthy of the closest attention by suit experts.

Do not fail to make an appointment with our salesman when he is in your locality, or to visit our showroom when in the market.

The Laurel Manfg. Co.

60-68 BAY ST. TORONTO







Moving to a new home four times as large as our present one.

Having outgrown our premises and to live up to the W-W policy of unparalleled service, we were forced to seek larger quarters in which to carry on, under the best possible conditions, the manufacture of our high grade coats and suits.

It is therefore with pleasure that we herewith announce to the trade that, with the added facilities of a factory four times the size of our present one, we will be able, even with the tremendous increase of business which forced us to make the change, to give our usual prompt and careful service.

Our new address will in the future be 58 FRONT STREET WEST, in place of 161 Spadina Ave., and we hope in our new abode to continue to deserve the liberal patronage of our many friends throughout the trade that we have received and which warranted the above change.

The Spring samples are now on the road.

The Wilson-Waldman Costume Co.

58 Front Street West - - - - TORONTO

Please mention The Review to Advertisers and Their Travelers.



SNAPPY NEW STYLES

You will appreciate the handling of our line when you see through the Spring range

TRAVELLERS NOW ON THEIR GROUND

R. D. Fairbairn Co., Limited

107 Simcoe Street, Toronto

President—Rhys D. Fairbairn

Vice-Presidents—F. J. Knight, W. C. Cliff



F1564
$27.00 Doz.

Spring 1913

Our travellers are now on the road showing our range of Misses' and Ladies' Colored and Fine Lingerie Dresses, which cover a full assortment of the newest fabrics for the coming season.

These five lines show snappy models :



F1568
$15.00 Doz.

F. 1564
$27.00 Dozen

Stripe Gingham dress with dainty touch of embroidery around collar, front and cuffs. Check patterns. Made in Grey, Navy, Sky and Pink, 32 to 42.

F. 1567
$28.50 Dozen

Duck dress with sailor collar and cuffs, tie trimmed Soutache Braid, front closing with large pearl buttons. Made in white and sky, white and tan, tan and white, and sky with white. Sizes 32 to 42.

F. 1552
$15.00 Dozen

Fancy print dress with fancy yoke in contrasting color. Trimmed Pearl Buttons. Made in sky, tan and navy. Sizes 32 to 42.

F. 1562
$27.00 Dozen

Misses' dress trimmed Pique collar and cuffs. Fancy tie effect down front with pearl buttons. Made in tan, navy and sky. Misses' dress 14, 16 and 18 years.

F. 1568
$15.00 Dozen

Check Gingham dress, yoke and sleeves trimmed with material of contrasting shade. Made in Black check, tan, pink, helio, sky and navy. Sizes 32 to 42.



F1562
$27.00 Doz.



F1567
$28.50 Doz.



F1552
$15.00 Doz

R. D. Fairbairn Co., Limited

107 Simcoe Street - Toronto

President - - . - Rhys D. Fairbairn.
Vice-Presidents - F. J. Knight, W. C. Cliff

few colored stones, emeralds, turquoise, amethysts and corals were seen in cases where they harmonized with the costume, and a number of cases, two or three necklaces of varying lengths were worn at the same time.

FLOWERS MOST POPULAR.

Fancy fans this year were few and far between and in most cases carried only by the older ladies. Jewelled lorgnettes were popular, but by far the greater number of ladies carried flowers, showers or sheafs, of roses, red, yellow or pink, orchids, lilies-of-the-valley, and chrysanthemums. In some cases, flowers, especially violets, were worn as a corsage decoration.

Store that Suggests System

Ryan Bros., Owen Sound, have effective arrangement of department — Bright display a strong factor — Methods of stock-keeping.

In connection with their stock record system, Ryan Brothers, Owen Sound, adopt an idea which enables a manager or salesman to tell at a glance, on looking through his stock, just what lines are in need of attention. Particularly is it applicable to the fabric stock. On goods being received, they are marked with a figure line index, as for example, 1939, in which each figure has special significance. The line also corresponds with an entry in the stock book. On looking through his stock the manager immediately knows from the first number, in the series given above, that the goods were carried over from last year, the "one" representing 1911, while the other numbers will also convey certain information. He immediately investigates the history of the goods, why it is hanging fire, what its prospects are, where the fault, if any, originally lay, and the steps necessary to make it move immediately.

This idea is only part of the excellent system in the Ryan store which is thoroughly departmentalized and complete records kept of each section, thus making buying and selling statistics for any period easily available for comparison and guidance, showing also important developments, changes and fluctuations.

For excellent arrangement, and neat, bright, up-to-date appearance the Ryan store in Owen Sound is one of the most notable in Western Ontario. It has a width of about 45 feet and a depth of 150 feet. Two floors of this size and another about one-third less are occupied by departments—ready-to-wear on the second floor and housefurnishings on the third floor. Reserve stock is carried in the basement. The arrangement of the main floor is such that it is open to the full view of the elevated office in the rear and in fact the central fixtures are of a height which does not obstruct the impression of size and appearance which may be obtained from any point. The goods are well displayed. For example, in the dress goods section, small tables divide the wide aisle in two, and on these neat drapes of the latest fabrics are displayed. These undoubtedly help to sell the goods by their suggestiveness. On a form in this same department is posed on an elevated base a figure attired in one of the latest style creations. This also has a suggestive value to the customer, and so it is in every department. The ledges are neatly trimmed and in every sense the appearance of the store suggests an appreciation of modern methods. The windows are also in accord with this idea. At the rear of the store is a drinking fountain at which, to use Mr. Ryan's own words, customers, salespeople and traveling salesmen refresh themselves with "the best drinking water in Canada."

Modes That May Influence Spring Styles

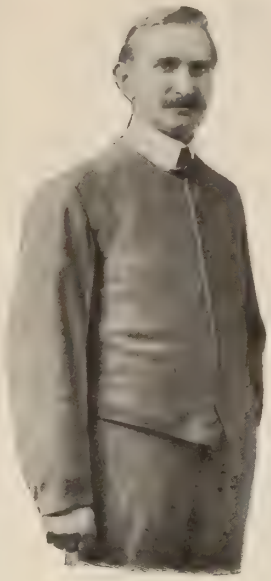
(Continued from page 168)

A model for the Riviera was of light weight pale grey wool velour de laine. The blouse jacket was cut low and finished with a shawl collar of silver brocade and all the edges of the coat defined by a line of silver soutache. The skirt was slightly darker than the coat, the right side being slightly longer and draped up under a large ornamental silver cabochon or button. Another model was of ribbed gold colored silk, and a costume showed by the same model house was of brocaded and plain silk cashmere in wood brown. The jacket was of the brocade and was belted in with old gold soutache and had frogs of the same. Very striking was a Halle-Diemer costume with a low cut jacket of geranium and black ribbed silk with the decollete finished with a ruching of black tulle. The skirt was composed of three tiers of funnel-shaped flounces, and the waist finish was a sash made of a narrow striped Roman scarf.

SEMI-DUTCH COLLARS SHOWN.

Paris shops are making a large display of neckwear novelties for the Christmas trade. The Robespierre effects are now relegated to the background or are so changed as to hardly come under that name. Many of the new collars are semi-Dutch, and the best liked seem to be of pleated net bordered with a picot-edged lace. On either side deep jabot revers fall made of pleated net bordered on both the bottom and sides with Malines lace the pleats held in place by small pearl rhinestone and jet buttons. Another turned down collar has a graduated jabot of net with scalloped and dotted edge embroidered in floss silk and the pleats held in place across the top by a row of small jet buttons. Pleated net and pleated tulle novelties are extensively shown but the Medici collars are still good and are included in the collections seen in all the best houses.

Narrow bands of skunk and ermine appear on lace jabots and ostrich fringe is a new idea in neck wear trimming.



Ref. 50

MORGAN & TAYLOR, LTD.
LONDON, ENGLAND

Smart Clothing for Sporting and Outdoor Wear

Made Expressly to Canadian Requirements.

This month we illustrate—

No. 50—Men's Chamois Waistcoats in finest quality skins, light and serviceable.

No. 106—Ladies' Sports Coat in finest selected Velvet Leather with a warm Fleece Lining. Hat to match. Ref. No. 107.



Ref. 106

These garments are in such great demand, that to ensure delivery, you should place your order at once with

SEWARD BROS., 251 St. James St., Montreal

Telephone Main 4179

THE OCEAN BATHING SUIT CO.

29-35 WEST HOUSTON STREET

NEW YORK

Manufacturers of

Ladies', Misses', Men's and Boys'

BATHING SUITS

AND SUPPLIES



TALFORD

SUMMER WEAR FOR JUVENILES

The characteristic feature of our Summer range of Juveniles is the newness and up-to-dateness of the designs. This is because we SPECIALIZE in Juveniles.

The characteristic feature of every garment is the excellence of the shape, make, and finish. Specialization produces the very best.

The serges used are made by Hamlyn Bros., Ltd., whose Mills are at Buckfastleigh, Devonshire, which is a guarantee of durability and permanence of color. They are makers of the celebrated "DEVONIA" plain and fancy coatings.

Boys' Washing Tunic Suits in all new shapes and styles; Boys' Washing Sailor Suits, correct in shape and detail; Sailor Blouses, with fast dye navy Collars and Cuffs, and everything for the Juvenile department.



SAILOR



VANCOUVER, B.C.
E. W. DEAN, P.O. BOX 942

LANCASTER & CO. (1900) Ltd.
VICTORIA FACTORY - - - PLYMOUTH
35-37 NOBLE STREET - - LONDON, E.C.

MONTREAL
Harrower & Johnston, 301 St. James St.

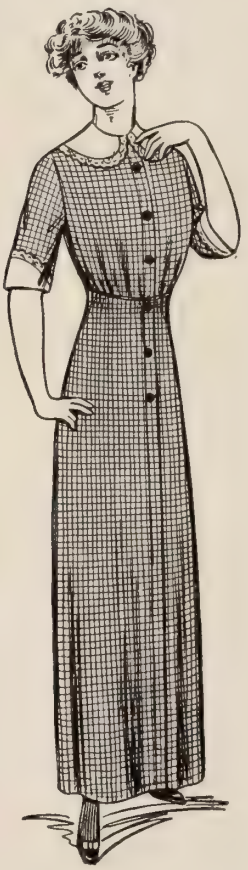
Our Dainty Spring Dresses Will Please Young Women

With the New Year comes the cap-sheaf of the Feick success in the capacity of the complete Spring 1913 showing of

Misses' TRADE Feick MARK Dresses

Since we inaugurated this department in our business we have had success unqualified. Our styles appeal to and please the young women—the dainty, particular miss. We guarantee every number in our range to be made of materials consistent with good value. Our workmanship is perfection itself.

: : Write for samples and prices—write now : :



THE FEICK MFG. COMPANY
BERLIN - - ONTARIO

The "QUALITY" Stamp

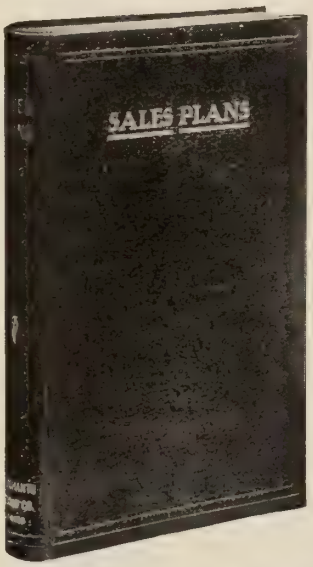
The Artistic Silk Woven Label

FROM the day your labelled goods leave the store until they are relegated to the rag picker's wagon on their way to the paper mill or elsewhere, this label is advertising you. It shows up in the most opportune places and speaks well of your store. Can you afford to not label your goods?

SEND TO-DAY FOR SAMPLES AND PRICES

Colonial Weaving Co., Ltd.
PETERBOROUGH, ONT

Every Ambitious Merchant



SHOULD READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE $2.50

All Orders Payable in Advance
TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
143-149 UNIVERSITY AVENUE :: TORONTO

WHEREVER neatness and fashion in children's wear congregate you will find that **The Princess Dress** is the choice of even the most particular buyer. Their style and smartness appeal to the parent, and their appearance is graceful and pleasing.



We are very proud of our list of customers, which includes the leading concerns of this country; and we could ask no higher endorsement of our goods than their knowledge of what is correct for children.

The Princess Garment Co.

EXCLUSIVE MANUFACTURERS OF CHILDREN'S DRESSES

Our New Address:
83-85-87 DUKE STREET
Toronto Canada

REMOVED

TO

245-251 SEVENTH AVENUE

NORTH-EAST CORNER OF 24th STREET

BRODY & FUNT

WASH SUITS



DUST COATS

ORGANIZED 1910

Trade Mark Registered—TUB SUITS

Canadian Representative: M. SLABOSKY Merchants Bank Bldg., Montreal

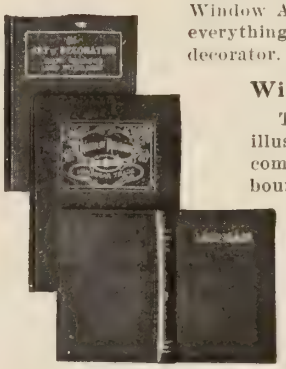
COR. ST. CATHERINE and UNIVERSITY STS.

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

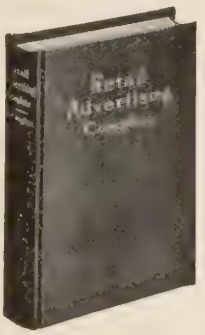
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects: Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, postpaid $3.50

Window Trimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding..$2.50



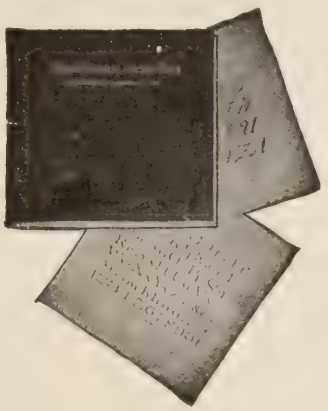
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them.$1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations. Materials Needed, etc. Price post paid, ... $1.50

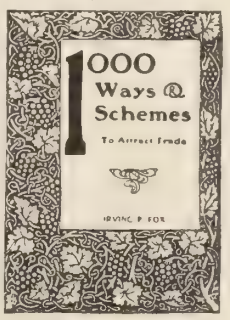


50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject, and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

1000 Ways and Schemes to Attract Trade



A book that swells sales and increases profits. There has never before been published a book like this. It gives brief descriptions of over 1,000 ideas and schemes that have been tried by the most successful retail merchants to bring people to their stores and to sell goods. If you try a scheme every day, there will be in it enough separate and numbered suggestions to last you nearly three years without repeating a single one. A few of the ideas in one chapter: An Anniversary Scheme with Excellent Points—A Sign That Made Money for its Maker—Advertising Dodge and Clever Salesman—A Contest that Boomed Trade—Giving Unique Publicity to a New Department—A Baby Day that Drew a Crowd—Money Makers in Many Different Lines—Plan for Introducing a New Brand of Goods that Proved a Winner—Artistic Ways of Displaying Goods—Days Devoted to a Particular Class of Customers—Many Window Trims Out of the Ordinary—In this chapter are seventy-four separate and distinct ideas that have been successfully carried out by as many different merchants. **There are 13 more chapters and 934 more schemes just as good as these, 208 Pages 9½x7, and 180 Illustrations. Printed on the best white paper and bound in a handsomely ornamented cover. Price postpaid, $1.00.**

All books sent postpaid on receipt of price.

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO



MENS CLOTHING AND FURNISHINGS



A GOOD start is half the battle. When a man starts the day wrong, he generally finds that things continue to go wrong all day. Mistakes crop up, delays occur, luck breaks the wrong way every time. On the other hand, if he gets up in the morning feeling bright and fit and willing to work, things generally come right the day through. He surmounts obstacles with care, luck runs his way and if perchance it turns, he disregards it. A day started well proves a useful, satisfactory kind of a day all through.

The same applies to a certain extent to starting the year. Get off to a good start, lay your plans well in advance and on a good basis, introduce some sound new resolutions into your scheme of things, and you can depend on a prosperous year. Disappointments will crop up and setbacks will be experienced, but the impetus given by a good start will never be absolutely lost.

Merchants can apply this to their business with good results. Start out well by putting your business on a sound basis and injecting a little extra ginger into your methods and the results will soon be apparent. Cleaning the stock by the inventory sale route is one of the most essential steps. A complete renovation of the store will add a lot to its appearance; and it must be borne in mind that the attractiveness of the store is a salesmaking factor.

No store is so well managed and regulated that there is no respect in which improvement could be made. Each merchant knows just where the weakness of his system lies, and is anxious to find the remedy. The remedy can be found by careful study. Once found, it should be vigorously applied; and there is no time of the year when such remedies can be so readily applied as at the first of the year.

* * *

A boy, not long ago, was picking mushrooms on the outskirts of a town. A gentleman who came along while he was at the work, thought that he was none too careful in his selection of the fungi.

"Are you sure those are all mushrooms—that there are not toadstools among them?" he asked.

"Oh! It doesn't make any difference to me," answered the boy. "I don't eat them. I sell them."

This unconscientious youth might be likened to many of the so-called business men of to-day who do not appear to be particular about the quality of the goods they offer to customers. As long as the appearance of the goods offered is such as to make them saleable, they, like the boy selling the mushrooms, are apparently ever willing to make a sale.

Such a policy may be all right for the fly-by-night man, whose aim is to reap immediate profits only and not to establish the confidence of his customers, but the man who expects to continue in business and build up a sound trade is certainly unwise to operate along these lines.

* * *

IT is some satisfaction to know in dollars and cents what the net profits of the business are from year to year. This cannot be secured unless the merchant knows his sales, cost of goods sold, his overhead selling expenses and the goods on hand at beginning and end of the year.

The majority of good business men, of course, know these things. They go into business at the beginning of each year with their eyes open, knowing what they have spent the preceding year, to get what they have now.

This should not be the case with a number, or even a majority. Every merchant should have his annual financial statement at the end of his finger so that he can account for everything. What's the use of spending one's best efforts along lines that bring little remuneration? A close inspection into the operation of the business will reveal the mistakes and clear away the obstacles for the year to come.

If there is anyone who has not a financial statement prepared for the past year, or in the course of preparation, why not begin now for next year. Take an inventory of the goods on hand to-day.

Kenyon

Kenreign Weatherproofs

Sporting Coats
for
Spring and Summer

Short, Three-quarter and Full Lengths

All the new, nobby and attractive shapes which are to be in vogue for

Golfing **Boating**
Tennis **Motoring**
Beach and Country Wear

Kenyon Coats are known by name and reputation to almost every man and woman who is likely to be your customer.

Write for Swatches

C. Kenyon Company

Fifth Avenue Building, 23d Street and 5th Avenue

New York

New Chicago Salesrooms
Congress and Franklin Sts., Now Open

Boston
501 Washington Street

Selling Unshrinkables

There is a big demand for such goods from surgeons, grocers, waiters. etc.—Difficulties formerly found in supplying garments which would fit properly.

According to an estimate made two years ago, 7 per cent. of the population of Canada are users of washable coats. While 7 per cent. was a safe estimate and was well known not to exceed that number, others who have been making more recent estimates claim that now the number has increased almost to 10 per cent. of the population. This number includes barbers, butchers, grocers, waiters, dentists and doctors, chiefly.



One of the new styles featured in the special unshrinkable duck by The Miller Mfg. Co., Ltd., Toronto.

Up to the present time, some difficulty has been experienced by these people in obtaining a good fit in these coats. A coat bought to fit, on being washed was liable to shrink and become too tight, and, if bought to allow for shrinkage, in many cases did not shrink as much as expected. Thus a coat purchased too large presented an untidy and careless appearance, but on the contrary, if made to fit, gave dissatisfaction afterwards by shrinking.

For this reason many retailers have not stocked these goods though realizing they have lost considerable trade by not doing so. Recently, however, a garment guaranteed altogether unshrinkable has been placed on the market. Not only are the goods tested by the mill and guaranteed unshrinkable, but they are also retested a second time by the manufacturer, and further guaranteed by them.

With these unshrinkable goods it is now possible to turn out garments which look the same and fit as well after, as before washing. The retailer will thus no longer be troubled with such questions as "How will this coat fit after it is washed?" In other words, the retailer is now placed in a position to make definite statements and talk intelligently about the future of these goods, and can guarantee the satisfaction they will render the purchaser as the manufacturer has adopted a special four strand, double-cross weave, Egyptian cotton duck (every yard guaranteed unshrinkable and perfect under a double inspection).

These coats are made in six different standard styles, and a standard price both to the trade and the consumer is placed on all, and will be strongly advertised to the consumer.

Most of the largest stores have already devoted a department to washable clothing and are pushing sales strongly along these lines with good results. But whether a whole department be devoted or not there is now greater inducement for retailers to stock and supply the great demand for these garments, and by catering to the large percentage of users a good trade can be worked up with a class of men who are good spenders and like to confine their trade.

Make Goods Sell Themselves

Progressive methods adopted in men's wear department of Dundas & Flavelle of Lindsay, Ont.—Good displays in silent salesmen— Turning current events to good account

Two silent salesmen in the men's wear department of Dundas & Flavelle, Lindsay, Ont., are devoted to neckwear, and their value as a selling agent ranges high. "They sell more neckwear than a salesman possibly could," says Mr. White, who has charge of this department. "Especially is their value shown on busy days, for instance, Saturdays, when salesmen are kept continually engaged in serving customers, and when they would not have the time to show the goods to as many customers as are attracted by the display. The silent salesmen do the work instead. In addition, the eye of many a person not directly interested in the purchase of neckwear at the moment is attracted, and sales frequently result."

The displays in both silent salesmen are so arranged as to make direct sales without the aid of a clerk. They are in fact arranged with the purpose of being salesmen. Brass rods run lengthwise in the cases, one above the other, but gradually sloping to the rear. The manner of display is to place white handkerchiefs folded in triangular shape over the rod first and then rest the ties on the handkerchief. Most of the ties being of dark colors show up to advantage on the white background. Each one, as well as the display as a whole, has a very attractive appearance.





Perrin's Gloves

The Man Behind The Well-Gloved Hand

is the man who buys for quality's sake rather than with the idea of getting an article at a low price. Price is of secondary consideration with him for he realizes that the price demands good quality, and that quality warrants the paying of a fair price.

Is there any reason why you should not get this class of trade? It pays the best, gives your store a good standing, and is altogether the more satisfactory business to get.

"Perrin's" Gloves will suit the man who wants to be well gloved. They fit well, look well, and wear well. The price is reasonable.

"Perrin's" Gloves are cut on scientific lines, and are strongest where cheap and inferior gloves are weakest.

Prices range from $1.00 up, with good margin of profit for you.

Perrin Freres & Cie.

20 Victoria Sq. - Montreal



RYAN

The Gloves of To-day For Auto Wear

THE growing popularity of the auto has made the gauntlet glove jump into favor in the past few years. Though the chauffeur's occupation is not one of extreme physical employment yet the demands on his gloves are very rigid. Ryan Auto Gauntlets are built to stand the strain, the constant grip, without breaking a stitch. They are auto gloves for real use—for genuine service. They are popular gloves to-day for autoing and driving.

THE Robert Ryan

E. H. Walsh & Co., Selling Agents, Toronto

Branch Offices, Montreal, Winnipeg, Vancouver



GLOVES

The Gloves of To-morrow For Every Use

YOU sell a glove to-day, you have made a profit —but what about to-morrow? Are you selling the glove that will take care of the future of your glove trade?

Ryan gloves are made for every use and made so well that the sale of them always creates mutual satisfaction between you and your patrons. Look to-morrow as well as to-day. Sell Ryan gloves.

Company (REGISTERED)

THREE RIVERS, P.Q.

OUR CUSTOMERS KNOW CAMPBELL'S CLOTHING WINS!

If you desire to educate your customers to a proper appreciation of good clothes, handle

Campbell's Clothing

SPRING SPECIAL ORDER

SAMPLES READY THIS MONTH

The Campbell Manufacturing Company, Limited

MONTREAL



Please mention The Review to Advertisers and Their Travelers.

FIT & FASHION CLOTHING

A Big Business With Little Stock

Only One Agent in a Town

DO YOU WANT THE AGENCY?

Hundreds of live business men are doing annually thousands of dollars worth of business and have very little invested. You can do the same by taking the agency in your town for F. and F. made-to-measure clothing.

If you now have a large stock of men's clothing you can reduce it to a minimum and use our six-day service.

We guarantee satisfaction. F. and F. clothes retain their shape.

WRITE To-DAY FOR THE AGENCY

JOHN DAWSON
LIMITED
77 York St. Toronto

Ask Your Wholesaler For

"WESTFIELD" BRAND

SCOTCH KNITTED

WOOLLEN VESTS



Made in a large variety of designs and colorings

THE success of these Vests has been instantaneous, but is not to be wondered at in view of their extreme serviceability. They have been made expressly with a view to the rigor of our Winter and being of pure wool they are very warm without being heavy or cumbersome. These Vests are "par excellence" for FIT, STYLE and ELEGANCE.

These have now become a staple line, and no up-to-date store can afford to be without a stock.

Sole Selling Agents to the Wholesale Trade

SEWARD BROTHERS

251 ST. JAMES STREET, - - MONTREAL, QUE.

Phone, Main 4179

GOOD COAT LININGS

ARE ESSENTIAL

IF YOU WISH TO PLEASE YOUR CUSTOMERS



THE BEST ITALIAN LININGS BEAR THE

KIRK

STAMP AS BELOW:

BDA

KIRK'S PERMANENT FINISH †

There are two finishes with this name as a guaranteed of excellence in brilliancy, permanency and strength.

(1) The Original **'Permanent Finish.'**

(2) **'Velper'** *(Reg.)*

The Velvety Permanent Finish for those who prefer a soft handle.

BDA (Copyright)

Showcards or Booklets if desired may be had by applying through Wholesale Importing Houses.

PATTERNS SHOWING EITHER FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD.

39, Well Street :-: BRADFORD

PIM'S

IRISH POPLIN



For Distinction, Refinement, Durability, select

PIM'S IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers, William Street, Dublin.

Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg., Montreal.



GENTLEMEN'S AND BOYS'

Dressing Gowns Smoking and Bed Jackets

SPECIALITY HOUSE

British Made Fabrics and Garments

Price Lists Forwarded on Application

WM. COATES & CO., LTD.

17½ ADDLE ST., WOOD ST.

LONDON, ENG.

Telegraphic Address: Lambsprings, London.

AGENTS WANTED

EASTER 1913 EASTER 1913

Crescent

- - - Cravattings - - -

The largest and finest range of novelties we have ever shown—comprising "BORDER GOODS" in every conceivable idea, our celebrated "LYONS FAILLE" treated in various "BARRIE" effects in ranges of twelve colors, including all the NEWEST SHADES and Army and Navy Stripes.

We wish to draw your attention to our specially made silks for "BATWINGS"—the ideas are new.

Ask to see our "TUB NECKWEAR" at $2.25.

Salesmen now on their different routes; we ask our customers to place their orders early as this is the EARLIEST EASTER since 1856.

Uni Lyons Faille

48 Shades
Always in Stock

Pin Proof Vivyian Bengaline

Made with our Famous Slip Scarf—48 Shades—Always in Stock.

CRESCENT MANUFACTURING CO.,
LIMITED
2 INSPECTOR STREET MONTREAL, QUEBEC

May 1913 Bring You Plenteous Prosperity



We illustrate here one of our ready selling lines that will help to bring you

Trade, Profits and Prosperity

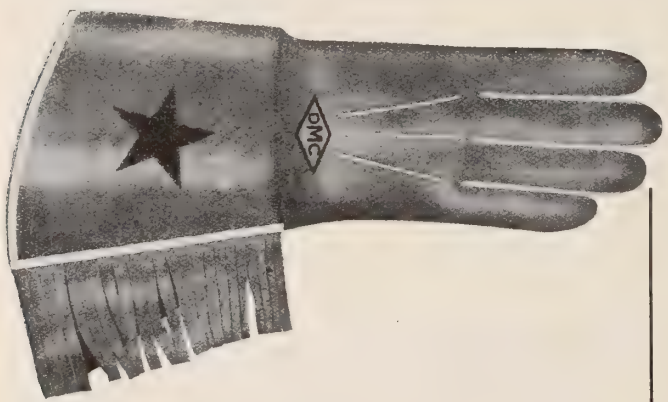
This is only one of the many lines we manufacture. Our range includes all styles of heavy leather gloves and mitts for all purposes. Big Four Gloves are honest value that will win and hold the best trade.

Union Made—Fully Guaranteed.

THE BIG 4 TRADE MARK REGISTERED

Durham Glove Co.,
LIMITED
BOWMANVILLE, ONTARIO

THE BIG 4 TRADE MARK REGISTERED



YOU HAVE TRIED OTHER GLOVES

NOW BUY THE BEST

See our new line of Fireproof Horsehide Gloves. They are wax-thread sewn and welted throughout.

Auto Gloves and Gauntlets a Specialty.

COLD WEATHER GARMENTS

A complete line of sheep-lined and fur coats and robes and other garments for cold weather wear.

Every line is a trade-winner, send for price list.

Delhi Manufacturing Co.
DELHI - - - ONTARIO

THE "FIT-RITE" SUSPENDER

Perfect Fitting, Comfortable Easily Adjusted at Five Different Points

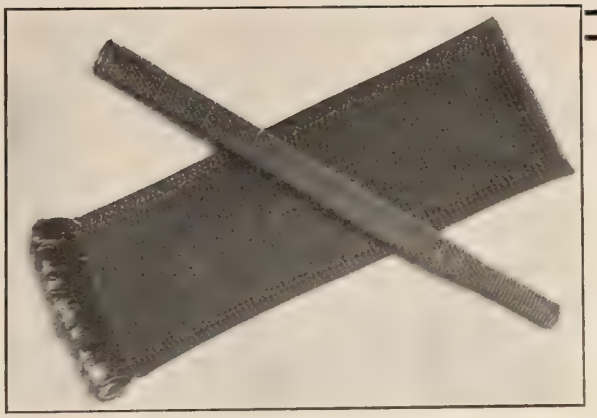


This invention paves the way to a most satisfactory suspender business.
It combines comfort and durability in a practical and scientific manner that it has always proved a seller.
This brace is made of best quality elastic web fitted with heavily nickelled brass wire clips and Jap tanned leather ends. It is guaranteed against breakage. Gives perfect freedom of action.
Write re display rack proposition.
Write for prices today.
We make gent's garters, armlets, and all kinds of suspenders, and leather belts.

Made and Sold by

The Canadian Suspender and Manufacturing Co.
92 PETER ST. TORONTO





BUY

EST KNIT COATS
SCARFS and TIES

Made by

EST MACHINERY

From

EST YARNS

By

EST KNIT, LIMITED

Brampton, Ont.

IMPERIAL BRAND



PURE WOOL

UNDERWEAR

In placing your orders for your 1913 stock of Men's Underwear don't forget the big range of Imperial Brand.
Imperial values are known to the trade to be as high or higher than the standard.
We are specialists in

Men's Natural Wool **Men's High Grade Imperial**

Men's Elastic Knit **Men's Double Thread Balbriggan**

Our range is now ready.
Present delivery orders for Pure Wool Underwear attended to promptly. Send for samples.

KINGSTON HOSIERY COMPANY

KINGSTON Established 1880 ONTARIO

A Complete Tailoring Department

FOR Spring, 1913, we have the most complete selling equipment ever supplied to the retail trade.

THIS selling outfit is backed by clothes that are making good, and building up a big business for the dealers selling them.

WE have hundreds of enthusiastic letters from Art Clothes dealers, who are getting the best trade in town with Art Clothes, and we would like to add your name to our list of customers if there is no Art Clothes agency in your town.

IT would pay you to compare Art Clothes with the line you are selling.

The Spring Outfit consists of:—

Large Sample Book, or Swatches—over 350 *all new* samples. Fashion Portfolio—showing 50 styles shown exclusively by us. 8 beautiful window style cards—4 of them hand colored. 3 window style cards, hand colored—to be sent out later, 6 window phrase cards, mounted on heavy card, printed in 2 colors.

Art Clothes ad. book—containing cuts for newspaper advertising.

Lantern slides and copy for advertisements.

Measurement blanks, tape lines and all necessary equipment for a complete tailoring department.

The Art Tailoring Company.
Limited.
Toronto Canada

How To Get It

THE selling outfit for Art Clothes are not sent out indiscriminately—except in the larger cities, Art Clothes are confined to one merchant only.

THE merchant and his store must be up to Art Clothes standard. Last season we found it necessary to refuse several hundred applications, and then we had nearly one hundred on our waiting list for this season that could not be supplied for Fall.

WE have just started work on a new five-story building with about 57,000 square feet floor space, and until this is complete we can accommodate only a limited number of additional accounts.

IT will be to your advantage to write immediately for full particulars, and, if possible, we will send a representative to see you personally.

THERE is no charge for the sample outfits, the only cost to the merchant being the express charges on samples.

The Spring samples are ready to send out now.

The Art Tailoring Company.
Limited.
Toronto Canada

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME_____

ADDRESS_____

Knitted Mufflers



GILLIES Knitted Muffler is winning laurels every day for its elegant, rich appearance, natty color effects and correctness of style.

THE muffler season is now at its best and present deliveries will be given prompt attention. Gillies Knitted Mufflers are high-class goods in every way and fill the demand of the better trade.

The "Gillies" A Leader

The Muffler That's Here To Stay

Knitted Neckwear promises to be even more popular than ever this season, and the delightful variety we are showing will more than justify your early inspection of our range.

Owing to the increased number and variety of lines we are now manufacturing, it has become advisable to change the name of our firm. It is the same management that has been in control for the last fifteen years, and the same policy of "always satisfaction with every order" will still obtain.

THE A. J. GILLIES MANUFACTURING CO.

Formerly

The Laces & Braids Manufacturing Co., Ltd.

121 PRESCOTT AVENUE -:- -:- -:- TORONTO, ONT.

FANCY GOODS NOTIONS & TOYS



Good Fall Business Delays Spring Lines

Spring sample lines not yet complete—Changed styles in hair dressing bringing shell goods to the front—The bandeaux leads for evening wear—Rhinestones come in an improved setting that shows more of the stone—Buttons prominent as ever—Small jet and jeweled crystals for trimming purposes, and handsome galalith, pyroline and celluloid for coats and suits.

THERE are changes in the manner of dressing the hair, for the extreme simplicity that marked the opening of the Winter season has not been found to be generally becoming. The most marked change lies in the fact that the centre parting is no longer used and that the hair is now raised in soft and pleasing undulations instead of lying flat on either side of the parting.

This arrangement sets free the tresses at the back and these are gathered lightly and wound in coils, loose, soft and thick at the back of the head, and fastened with two large shell pins, one of which catches the coils on top at the right side while the other secures it on the left low down. Many of the younger women are wearing what may be termed a bun at the back, only the modern bun is more of a roll, being elongated rather than round. Another favored way of arranging the back hair is in the form of a figure eight.

The front hair in all cases is raised over the forehead and brought softly down at the sides as a frame to the face. This is a style that is equally becoming to the youthful face, and also to the woman past her youth. The most important innovation, however, and the one about which there will be the most discussion, is the adoption of the fringe. At present the fringe is worn in the form of a soft curly edging of hair around the forehead, which when in the more advanced stage may be described as frizzed. As a matter of fact the ultra smart woman is curling her hair in irons into small tight rolls which are combed out and rubbed between the fingers until the hair falls into a soft halo of short curled hair.

A RETURN TO THE FRINGE.

To the majority of women this soft line of curled hair is most becoming as it softens the hard line around the face. At the same time it must be recognized that fashion is contemplating a return to the fringe which runs from ear to ear and from the forehead to the back of the head. Abroad, this style of hair dressing has already found favor both for day and evening wear.

This new style of hair dressing shows off hair ornaments with excellent effect. The bandeaux either of jet of rhinestones, or of both combined, or of pearls with the upstanding feather or aigrette of spun glass is particularly suitable to this new form of hair dressing.

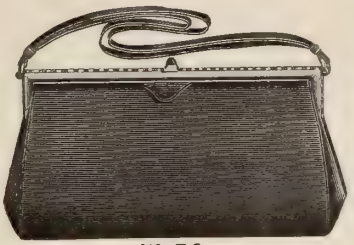


Trimming novelties in jet crystal and rhinestones. Shown by A. Weyerstall & Co.

LADIES' FRAME and VANITY BAGS



№56



№ 76



№55

SEALS
CROCODILE
LIZARD
PUMA and
VELVET CALF



№59

MOROCCOS
ROANS and
ALL OTHER
LEATHERS



№42



№ 61/1



№44

British Manufacture
GUARANTEED



№ 70



№ 74

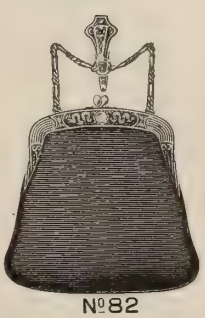


№ 72

MANUFACTURED BY

R. H. DAVIS & COMPANY

Shafton Rd., Victoria Park Rd., London, Eng.



№82

Complete Range of Samples
shown by

SEWARD BROS.

251 St. James Street, MONTREAL, P.Q.

Canadian Agents to the Wholesale Only.

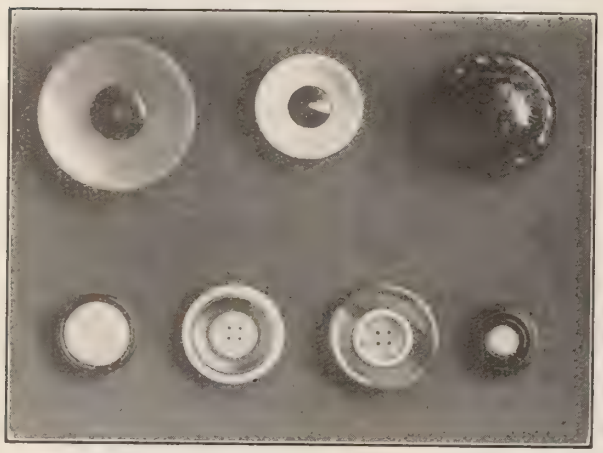


№83

Bandeaux come in single, double and three strands and there is a new setting for rhinestones that more effectively conceals the cup and gives greater brilliance to the stone.

Shell combs and pins are all more ornate than ever and three or more pins and combs sparkling with stones are worn together.

Trimmings.—The run on rhinestone trimmings in all the larger centres has been a big one and still continues, and the demand is so far less than the supply. As these glittering trimmings are principally for evening wear, in the course of a couple of months from now they will drop out to be followed up it is expected by a more extended demand when the Fall again arrives.



Button novelties in galalith, pyroline and celluloid. Shown by A. Weyerstall & Co.

Jet is the high novelty. Some of the big Paris dressmakers are using jet trimmings and it has made its appearance in the leading cities but just how far it will go with the popular trade is hard to predict.

Jet and rhinestones is the new combination and forms one that is most effective. Line trimmings and bands are supplemented by cabochons and buckles. Tassels are used as a finish to ribbon ends and drapery.

New lines show gold and metallic effects in flat and round cords made up into passementerie frogs and ornaments. Beaded trimmings in crystal and pearl are good and added sparkle is often obtained by the introduction of rhinestones.

Buttons.—Buttons are to be as lavishly used as ever for garniture and trimming purposes as well as for their proper use. Tiny jet buttons are new for trimming, neckwear, dresses and waists. White voile or chiffon waists are buttonholed or scalloped on the edges with black and are fastened down the front with faceted jet buttons, and these buttons can be used to produce the telling black note where desired. Not so new but very effective are the crystal buttons barred or rimmed with jet and also the jeweled effect produced by the combination of colored glass and crystal. Crystal buttons in ball and various shapes are selling in white and in colors, amber, blue and ruby being the chief colors.

Buttons form the chief and, in some cases, the only trimming on coats, suits and tailored dresses. Imitation horn shell and pebble effects are the leaders and both cupped, bomb and ball effects are good. As a rule the centre contrasts, both in material and color, with the rim, and sometimes the centre is large and is surrounded by a narrow rim or the large rim composes three parts of the button with just a small centre often in strong contrast. Galalith, celluloid and pyroline are the new materials for the large buttons, with jet and crystal for the smaller sizes.

The new designs run in size from the very small 10 line up to 70 line, the most popular sizes being from 10 to 50 line. For coats, 50 and 60 line are the leaders and where just two or three large buttons are used for the closing some buttons will run up to 100 line. Many of the handsomer buttons have pearl centres. This is a concession to the general liking for pearl, and is due to the recent big advance in pearl shell, an advance that just about doubles the price of pearl buttons.

With the war in the Balkan states occupying the minds of Europe it is not strange to find fashion designers turning to the Balkan peninsula for fashion inspiration. Already dresses trimmed with cretonne in Bulgarian patterns are being shown in Paris, and the most recent novelty in buttons comes in Bulgarian colors. These buttons are very brilliant as they are in combinations of red, yellow and blue.

New Models in Leather Bags

These still seem to favor the smaller sizes — Pannier Bag the latest — Cleaning up for Spring season.

To clean up doubtful stock remaining from the holiday season and to prepare for Spring business on new lines is the work now before the leather goods department.

The gift period always creates a demand for bags, purses and cases of all kinds and large assortments are required at this particular time. In thinning them out, however, it would hardly be advisable for the merchant to draw too rigid a distinction between goods for which there is a more or less steady call, and those which he may consider as belonging entirely to the holiday season. It must be borne in mind that purchases in leather goods, whether for gifts or not, are invariably intended for some useful purpose, however novel in design the articles may be, and the department that keeps this idea in view in sizing up the requirements of the

(Continued on page 222)



NAIAD

Naiad sounds the highest note of progress in

Dress Shields

The Naiad Shield Value is unapproached because it *does not* deteriorate with age and fall to powder in the dress—is the only shield "as good the day it's bought as the day it's made."

Invisible

Its beauty is unrivalled and in use **The Naiad Shield** is lost to sight in the lingerie.

Clean

Naiad Cleanliness is supreme. It can be **STERILIZED** after use by immersing in boiling water for a few seconds only and pressed with a heated iron.

Unadvanced Price

As **Naiad Shields** are free from rubber and its substitutes, no advance in price has been necessary.

Guarantee with Every Pair.

Wrinch, McLaren & Co.

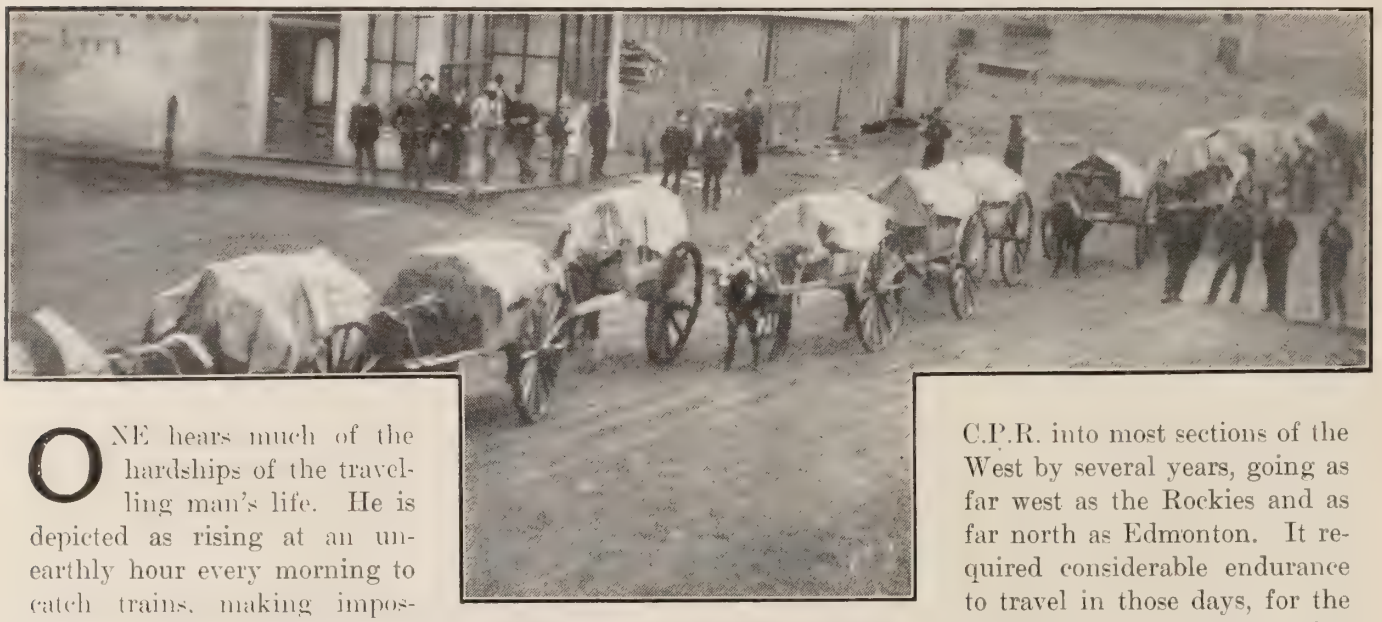
MANUFACTURERS

77 Wellington Street W., - TORONTO

Reminiscences of Early Days on the Road

Experiences of a pioneer salesman—Traveled over new western ground many years ago—Went to the Rockies and into Edmonton several years ahead of the C.P.R.—Arduous experiences on the road.

Written by a veteran traveller who has been for fifty years with one of the largest houses in Canada.



An old-time scene in the West—a caravan of clothing and general merchandise arriving at Portage la Prairie in 1879.

ONE hears much of the hardships of the travelling man's life. He is depicted as rising at an unearthly hour every morning to catch trains, making impossible connections, lugging huge grips, eating his meals at railway lunch counters; we picture him devising expedients to gain interviews with crusty individuals and vying with cunning competitors; and so on, ad infinitum. Far be it from us to affirm that the picture is not true in every essential respect; but we desire to state that, when one stops to consider what the travelling man of fifty years back had to endure, the conclusion is reached that the salesman of to-day is in clover. He travels in a parlor coach instead of by buckboard and team; telegraph and telephone enable him to make appointments ahead of time and to keep in touch with headquarters; he travels a well-defined route and his work is part of a capably directed system. But what of the travelling man of yesterday?

The travelling man of half a century ago frequently had to act in the capacity of "pioneer man," breaking in territory which was absolutely new and, in many cases, almost inaccessible. He would have to map out his own routes, find out for himself the likely customers, the best hotels, the local likes, dislikes and prejudices and the "colloquialisms of trade"—if such a term be permissible—in that section. The way of the pioneer is hard; as any traveller who has made the first trip into new and unexplored territory will attest.

One of the early trips of the writer was to the West to open up that territory for the Winnipeg branch of the firm I travelled for. If we were writing this sketch from purely a romantic standpoint, we would undoubtedly head this phase of his experience, "Cross Continent on a Buckboard." I beat the C.P.R. into most sections of the West by several years, going as far west as the Rockies and as far north as Edmonton. It required considerable endurance to travel in those days, for the roads were never good and frequently impassable. It was not hard to lose the way, especially in winter when the snow drifted across the trail and made direction purely a matter of individual opinion.

ALL NIGHT ON PRAIRIE.

Many's the night that I have spent on the prairies, sometimes alone, more frequently in company with other belated travelling men. When the trail was lost and night close at hand, we would know it was useless to hope to reach shelter and would proceed to make the best of it. The next step would be to turn the horses adrift and crouch down under the heavy robes in the bottom of the sleigh. Sleep would be out of the question, of course; and sometimes we found it pretty hard to fight off the fatal drowsiness. Those long waits through the intense cold were an experience that few men would care to pass through; but it was a frequent occurrence in those early days on the road.

DRANK DRUG SAMPLES.

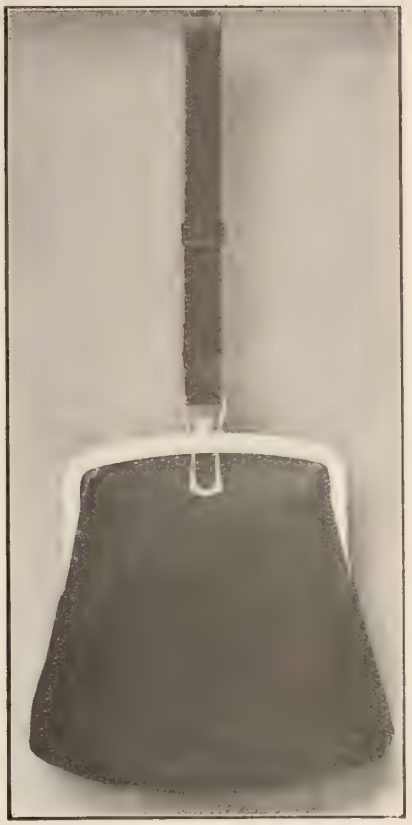
I remember one incident which had its funny side now, though it was grim earnest at the time. I was stalled for the night just out of Brandon with three other travellers. It was bitterly cold. The mercury had fallen so low that it could hardly have gone any lower without crawling out of the bottom of the glass altogether (a mere figure of speech insomuch as we hadn't a thermometer with us). The need for inner nourishment was keenly felt and, as

(Continued on page 214)



No. 2216—PANIER BAG of genuine seal grain leather, black only, moire silk lined. To retail at **$1.50.**

New Designs for SPRING TRADE



No. 2213—PANIER BAG of pin Morocco, moire silk lined, to retail at **$3.50.** Also made of Levant grain goat in all the usual shades, to retail at **$3.00.**



No. 2219—Bag of seal goat, leather lined. To retail at $3.50. Similar bag made of seal grained leather, lined with leather. To retail at **$2.50.**

MANUFACTURED BY

The Western Leather Goods Co., Limited

1191 Bathurst Street
TORONTO



No. 1016—Bag of seal grain leather, containing small mirror and purse, to retail at **$1.50.**

Our Representatives will be on the road in January and will be pleased to call on any merchants who may indicate their desire by sending card to this office

The Western Leather Goods Co., Limited, 1191 Bathurst St., Toronto

Merchants are Going to the Consumer

This tendency is becoming marked — Large firms are issuing catalogues — The creditable catalogue of a western firm — Merchant makes a suggestion along the lines of standardization.

GOING to the consumer has become a strong merchandising feature of late years. The initiative was taken by the mail order houses and the country was flooded with catalogues periodically, the result being that retailers found they must bestir themselves or lose ground. Accordingly dry goods merchants began to put out catalogues of their own. To-day, some firms issue catalogues which compare very favorably from both style and typographical standpoints with the work of larger corporations.

The tendency to send literature into the home is becoming more marked all the time and must be accorded recognition as one of the essential merchandising trends of the present moment. Merchants are beginning to show an awakening interest in the subject.

AN AMBITIOUS CATALOGUE.

A new departure in this line has been set by a Western firm. McKinnon's Limited, Weyburn, have issued a splendid Fall and Winter catalogue of 130 pages. It is a striking indication of the remarkable growth and business enterprise of this firm. A. M. Bunt has charge of "mail order" publicity.

The cover is green and gold, illustrated with views of the store in its development from 1903 to 1913. Designs on the back and special envelopes show the ideal location of Weyburn as a distributing and importing centre. The strong points used are freight and express savings with immediate service compared with heavier charges and delay in shipments from the East.

Full introductory, mail order instructions, concise mail order forms and envelopes are enclosed. From the opening page to index, the offerings represent value, market conditions, a well-assorted stock in all departments and a good interpretation of mail order leaders from their descriptive or specialized quotations. Customers are credited with comparative information of values, and prices convey confidence both in stock and ability to discount competition without sacrificing future business. Departmental sequence is good.

Clear half-tone reproductions of actual stock groupings make this catalogue especially commendable. Printing, paper, item descriptive, page and panel layout are good. Very few improvements typographically are possible except the addition of notably absent departments, broader handling in some sections. Occasional pages show this defect and suggest minor changes, which may be restricted by stock carried and assured immediate shipment. With such a layout greater use could be made of group pricing to invite quantity buying.

McKinnon's catalogue is superior at that, compared with mail order and departmental stores. They can live up to "money back" guarantees.

This catalogue is indicative of what the big dry goods stores are doing.

Standardizing of Catalogues

The following communication, received by The Review, contains an idea designed to make the compilation of catalogues easier from the standpoint of the retail merchant.

Delhi, Ont., Nov. 26, 1912.

The Dry Goods Review,
Toronto.

Dear Sirs,—Changing conditions are pressing very heavily upon the country dry goods merchant and schemes in abundance are in evidence to relieve the situation.

I am deeply in sympathy with those who feel the competition of the catalogue houses, but utterly at variance with those who condemn their customers for dealing with them. Advertising has introduced this new method of buying and selling and I can give concrete instances of the diligence with which customers read and study catalogues. I have made a practice of keeping the catalogues of some firms (retail houses) who send their books to the consumer, and in more than one instance I have had my customer refer offhand to the pages and price of six different articles. It looks very much from this fact as though the smaller merchant must be assisted in having such a catalogue to give to his customers. This cannot be done by the individual any more than a single department of the large establishment could do it. The manufacturer to-day is beginning to realize that he must reach the consumer to produce a market for his goods. Guarantees of durability, sampling the villages, etc., are evidences of this need. Still very few have made it possible for a catalogue of their lines to be put into the consumers' hands. My idea is that those who deal with the country merchant should standardize their catalogues and mark their prices in retail figures. The merchant's buying price might be indicated through a discount on a separate price list. The retail merchant could then collect these catalogues and have them bound in one with his own cover. Of course there are difficulties in this, but—

Yours, etc.,
A. W. CRYSLER.

Kleinert's

Dress Shields
will be advertised this year in
Full Pages in the Saturday Evening Post Ladies' Home Journal

and other leading women's magazines,—the first time that such important spaces have been used to exploit Dress Shields.

This is because the Kleinert proposition for 1913 is the biggest Dress Shields Proposition ever offered the trade.

Want to know more?
Write us, *at once.*

I. B. Kleinert Rubber Company
Toronto, Canada

Please mention The Review to Advertisers and Their Travelers.

Reminiscences of Early Days on the Road

(Costinued from page 210.)

ne of the party was a grocery traveller, we soon demolished his samples. One of the other men traveled for a drug house and he had bottles in his case, containing nearly every known drug. During the night, the party drank everything that he would guarantee was not poison. These wholesale libations helped warm us up and had no evil effects, for the party managed to get into Brandon the next day little the worse for wear.

We estimated that we had swallowed enough medicine that night to safeguard us against every disease on the medical calendar and a few hitherto undiscovered ailments and complications as well.

The West was good territory even then. The Western dealers bought freely and, we presume, sold just as freely. Certainly the traveler who covered the prairie route deserved all the business he got, however.



Veterans in the employ of Greenshields, Limited. All in this group have a record of service of 25 years or longer.

The Boys of the Old Brigade

All of the "Boys" shown in the above photograph occupy important positions with the well-known house of Greenshields Limited, and all have a record of at least twenty-five years' continuous service, entering the house when it was known as S. Greenshields, Son & Co. Some have a record of over thirty-five years. Such prolonged service with one house indicates satisfactory treatment on the part of the employer and satisfactory service on the part of employee, and both employee and employer are to be heartily congratulated.

Although all in the group have put in many strenuous years of active service, it is noteworthy that all appear thoroughly fit and apparently good for another twenty-five years.

Since this photograph was taken Gus Harries, who for many years travelled for the company over the Huntingdon district, has resigned to join his brother in the Canada Paper Box Co., Limited, in which concern Mr. Harries has an important financial interest and of which his brother, Mr. Art Harries, is president and managing director.

Reading from left to right, taking top row first, the members of the group are: D. S. Sprigings, 1875; J. H. Armstrong, 1877; P. Doyle, 1877; A. H. Hardy, 1878; Gus. Harries, 1879; W. S. Louson, 1879; W. Mitchell, 1881; S. B. Ward, 1882; D. S. Louson, 1886; A. J. Day, 1886; John Gunning, 1887

The Coiffure Distinctive

Leading Styles in Hair Goods

"IDEAL"



La Casque

Showing the new La Casque style of coiffure. Necklace of French Pearls, $8.00 per dozen.

Every day sees a decided increase in the quantity and quality of hair goods and novelties used by our Canadian women. As American and French styles become more in vogue in Canada, this tendency increases with the result that women look to the merchants to supply them their requirements.

The illustration here shown represents one of the prevailing styles in hair dressing. Our exclusive high-grade switches enable women to follow this style of coiffure without trouble. Our hair goods excel in quality, style and value. We match colors accurately.

Jewelery

We carry a most complete range of all kinds of hair accessories, barrettes, combs, etc., earrings, collar and belt pins, beads, etc. Our values are unequalled in the trade.

"IDEAL"

(Trade Mark Registered)

HAIR NET

"Ideal" attached to hair goods, novelty jewellry, hair nets, etc., is an absolute guarantee of satisfaction.

"Ideal" hair nets are the standard. Remember there is only one IDEAL Hair Net. Send us your mail orders.

SEND FOR SAMPLES

The Ideal Hair Goods Co., Limited

Hair Goods, Hair Ornaments, Novelties, Etc.

77 York Street, Toronto

Montreal Office: 24 La Patrie Building

Special attention given to letter orders.

H. & J. STYLE

The Fancy Goods

GERMAN SILVER MESH BAGS AND VANITY CASES IN A LARGE RANGE OF EXCLUSIVE STYLES.

To-day the silver mesh hand bag is taking no uncertain place in the social circle — fashion recognizes them and has given them her smile of approval. Everybody likes them and everybody can buy them because the prices are within the reach of all.

Prices for unbreakable unlined fine German silver mesh and newest design narrow square frames are:—

4 in. . . . . $18.00 per doz.
5 in. . . . . $24.00 per doz.
6 in. . . . . $30.00 per doz.
7 in. . . . . $36.00 per doz.
8 in. . . . . $42.00 per doz.

Immediate or Spring deliveries.

Our real gunmetal bags are winners, prices from $3.00 to $12.00 each.

Let us send you one of our art calendars for 1913. A post card will bring it to you.

Easter this year is the earliest since 1851, and it is essential that you place your orders for Import as soon as possible. Our Easter line for Import will be ready January 10.

Hibbert

207 ST. JAMES ST.

H. & J. STYLE

ACCESSORIES H. & J.

House of Canada

WE ARE RECOGNIZED AUTHORITIES ON HAIR GOODS AND ORNAMENTS

The finest quality hair goods will be found in a very extensive range in our stock. We are recognized authorities on these goods and have long been leaders on the market in this line.

Our range of ornaments for the hair is a big argument why you cannot afford to be without a complete showing of them in your department.

The Casque or Bar Comb is absolutely the newest in hair combs on the market to-day. We were the originators of this comb, as we have been of many other lines. It is essential to the proper dressing of the new coiffure.

We have them at all prices and sizes, ranging from $27.00 per gross to $7.00 per dozen. At $6.00 and $7.00 per dozen we can supply the original "feather-weight" French comb.

In our Easter line for 1913 we are showing the "Casque" combs in a variety of designs, mounted in Rhinestones, and in gold and silver engraved.

We carry everything in hair ornaments and our designs are exclusive. Hair nets are recognized as the best sellers on the market to-day. We have them in a variety of sizes in both the Fringe and the elastic, as well as the human hair nets.

Agents for "La Coiffure de Paris," a monthly hair dressing journal and a recognized authority on hair styles. Subscription price $2.00 a year. In order to be thoroughly conversant with the leading hair styles you should get this journal. Ask for a sample copy.

Agents for Canada of L'Oréal Hair Dye, in both the liquid and Henné Powder, which is in Europe recognized as the surest, safest and best.

& Jaslow

MONTREAL

ACCESSORIES H. & J.

THE LACE GOODS CO. LIMITED

IMPORTERS AND MANUFACTURERS' AGENTS

R.C. WICKWARE PRES
H.Y. FARR SECY-TREAS.

64 WELLINGTON STREET WEST,
TORONTO,
CANADA

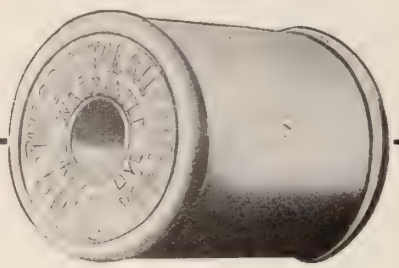
The Latest Novelties in Lace

are now being shown by us for early Spring delivery. See this for toning up your lace stock.

Our Representative will shortly be calling on you. See his samples. We specialize in—

Laces Handkerchiefs Embroideries Lace Curtains
Bungalow Nets Madrasses

The LACE GOODS CO., Limited



"Oriental" Spool Silk

A trial order will convince you that we have the largest assortment of shades in 100 yards and 50 yards. Ask for our shade card containing 216 shades.

Special Shades will be dyed upon request.

Handsome Cabinets for displaying stock will be furnished at half manufacturing cost price.

Oriental Silk Co.

52 Nazareth St. Montreal

Our Travellers

will leave early in January with a complete range of novelties in Children's Knitted Goods for Fall, 1913.

Art Needlework

This season our line for immediate shipment contains many attractive lines and novelties.

We are Sole Distriubtors for Gloria Brand Wools, *Flossilla Royal*—the new artificial silk—*Which Has No Equal.*

A little time spent with our representative looking through the samples will assist your business.

HAMBLY and WILSON
TORONTO

Please mention The Review to Advertisers and Their Travelers.



Please mention The Review to Advertisers and Their Travelers.

BRING YOUR SMALLWARES TO THE FORE

THERE is money for you in them. Display them prominently and increase your sales. We can supply your every want from the greatest range of smallwares we have ever shown. Write to us for a Catalogue and let us tell you how to put on a special SMALLWARE SALE that will bring you BIG MONEY.

GREENSHIELDS LIMITED

MONTREAL CANADA



Rhinestone Dress Trimming

The big hit with the better trade for evening gowns, etc. Jewelled trimmings have reached a point of popular approval that means dollars and cents to the merchant who handles them. We make Rhinestone Trimmings both in silver and velvet braids.

Write to-day for card of samples.

THE SMITH-D'ENTREMONT CO., Limited

MANUFACTURERS 1475-1477 QUEEN WEST, TORONTO

Marabout Boas and Muffs Our Specialty

ALWAYS IN STOCK		Boas.
20002—6 Rows, 2½ yards long	@	3.25 "
20006—5 Rows, 2½ yards long, Extra Quality	@	4.25 "
20007—5 Rows, 2½ yards long, Extra Quality	@	4.95 "
20009—5 Rows, 2⅞ yards long, Extra Quality	@	8.25 "
20010—6 Rows, 2⅞ yards long, Extra Quality	@	9.95 "
		Muffs.
20035—Medium Size	@	$2.90
20036—Large Size	@	3.25
20038—Large Size, Extra	@	4.75
20037—Large Size, with Nine Tails	@	3.85

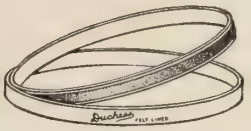
BLACK, MOLE AND NATURAL.

E. M. de BOECK & CO., - 43 St. Sacrament St., - MONTREAL

Embroidery Hoops

The Best and Most Popular Hoops on the Market.

"DUCHESS" HOOPS



The Felt Cushion protects the fabric and embroidered work from injury and holds either light or heavy fabrics tightly stretched. Sold for 15 years in over 18,000 retail stores.

Made in the round and oval shapes
"DUCHESS" (round)—Sizes 3, 4, 5, 6, 7, 8, 10, 12 in. diameters.
"DUCHESS" (oval)—Three sizes. 3x6, 4½x9 and 6x12 inches.



THE "DUCHESS-OVAL"

accommodates a full design for embroidering as in a large round hoop, but has the convenience in use of a small hoop.

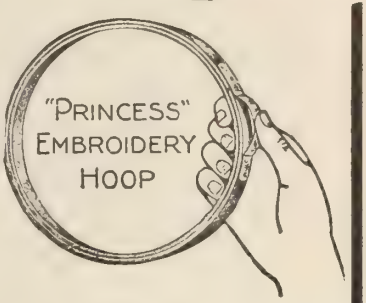
"ROYAL-OVAL" A lower priced, smoothly finished and carefully fitted, plain oval Hoop (without the Felt Cushion or Bow Spring.)

Made in Three Sizes

6x12 inches, for drawn work, pillow covers, etc.
4½x9 inches, a popular size for all kinds of work.
3x6 inches, for working designs on hosiery, etc.

"PRINCESS"

Has a nickel-plated bow-spring which adjusts itself to thick or thin fabrics, holding the material firmly and without injury.
Made in the round and oval shapes.
"Princess" (round).—Sizes: 3, 4, 5, 6, 7, 8, 10, 12-inch diameters.
"Princess" (oval) — three sizes: 3x6, 4½x9, and 6x12 inches.





THE "PRINCESS-OVAL"

accommodates a full design for embroidering as in a large round hoop, but has the convenience in use of a small hoop.

"SPECIAL-SELECT" A lower priced, smoothly finished and carefully fitted, plain round Hoop. (without the Felt Cushion or Bow spring.)
Made in Sizes: 3, 4, 5, 6, 7, 8, 10, 12-inch diameters.

Order To-day. Your Jobber can supply you. **THE GIBBS MFG. CO.,** CANTON, OHIO, U.S.A.



The Best and Surest Way

to increase your sales in Hair Goods is to sell **STANDARD HAIR GOODS.**

Throughout every part of Canada

STANDARD HAIR GOODS

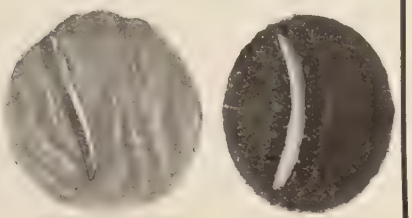
have attained the

HIGHEST REPUTATION FOR QUALITY, STYLES AND SHADES.

Standard Hair Co., Montreal

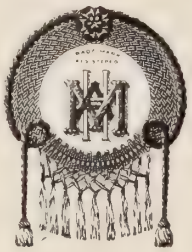
Ask your wholesaler for our new range of samples.

Latest Style: "THE CASK."



Please mention The Review to Advertisers and Their Travelers.

Trimmings For The Spring



The following are a few of the lines we make:

Braids

Silk Binding, Hercules, Tubulars, Soutache, Coat-Hangers, Cord-Edge, Mohair, Military and Novelty Braids.

Buttons

Barrel Buttons, Fancy Covered Buttons.

Cords

Silk Spun Cords, all sizes and colors. Braided Cords, plain and fancy.

Dress Trimmings

Beaded Trimmings in stock; gilt, silver and jet.
Braid trimmings made to order.

Fringes

Heavy Silk Fringes for Furs.

Girdles

Girdles and Frogs for Pyjamas, Kimonas, and Evening Gowns.

Frillings

Lace and Net Frillings; large variety of patterns for dress trimming and neckwear.

Ornaments

Silk Frogs and Tassel Ornaments, many new designs in beautiful hand-made goods.

The
MOULTON MANUFACTURING CO.
LIMITED

MONTREAL

New Models in Leather Bags

(Continued from page 208.)

new year will ensure a patronage somewhat more profitable than that accorded a purely staple business.

Aside from shopping bags, there are many things in this department for which there would seem to be a good year-round demand. Traveling cases and sets, comb and brush cases, collar bags, music cases, bridge cases, jewel receptacles and many other articles in which different designs have recently been



New style hand bag—Shown by Webster Leather Goods Co.

introduced, making for a still greater adaptability to the purposes intended. Manufacturers are now working on designs for the new season and with the present month travelers will be on the road with a range of samples calculated to create still greater interest in the leather goods section.

While it is claimed by some authorities that larger sizes in shopping bags are returning to favor, there has been little indication of it, as yet, in Canada. The smaller bag seems to be having the call, and some of the new designs prepared for Spring selling indicate that manufacturers have considerable confidence in that tendency. The new panier bag is typical. The distinctive feature of this bag is the long double strap for placing over the arm and leaving both hands free for the muff or for greater convenience in shopping. A movable rubber clamp makes it secure to the arm. There is great variety in the frame of the panier bag, some being semi-circular, others square and even the wishbone type is represented. Highly polished or dull

finished metals are used in the frames, and the bags are worked out in the different square, oblong and circular shapes. All of these, however, are on the small order. They come in all leathers, are for the most part lined with moire silk and are equipped with change purses. These bags should at once meet the insistent call for something different as well as stylish and practical.

While the panier, as its name would suggest, is one of the newest ideas in shopping bags, the lines going to the trade this month will also contain a good representation of the models which met with favor during the close of past year, such as the regular square-framed bags and the envelope bag of oblong shape worked out in great variety of leathers.

Joins Financial Post

This week Mr. John Appleton, who for the last ten years has been financial editor of the Manitoba Free Press, and was admittedly the best-informed newspaper man on financial and commercial affairs in Western Canada, joins the editorial staff of The Financial Post, which is published by MacLean Publishing Co.

Buyers' Guide

PROFITABLE LINES

for your Notion Department. Collar Pins, Beauty Pins, Ladies' Cuff Links, Bead Necklaces and Ear-rings to retail at popular prices. Write to-day for samples.

R. A. PHILLIPS

The Notion and Jewelry House

77 YORK STREET, TORONTO

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

Condensed Advertisements

An advertisement under this heading will cost you two (2) cents a word for each insertion, and your advertisement will go to 5,000 merchants each month.

AGENCIES WANTED

AGENCIES WANTED — MANUFACTURERS agent in Hamilton with good connection and central sample room, can handle another good line of Dry Goods and Men's Furnishing Stores. First class references. Apply Box 11, Dry Goods Review.

FOR SIDE LINES IN GENT'S FURNISHings or other special lines. By responsible and experienced men. 401 Rogers Block, Vancouver, B.C.

AGENCIES WANTED — FOR MANITOBA, Saskatchewan and Alberta. Specialty lines to the retail dry goods trade. Address J. R. GALBRAITH, P.O. Box 765, Winnipeg. (tf)

Canadian Representatives Wanted

PLAUEN LACE MANUFACTURER WANTS agent, well introduced, for the Canada market. Apply to L. E. 3166, Rudolf Mosse, Leipzig.

FOR SALE

FOR SALE—DEPARTMENTAL STORE ON main line of C.P.R., population twelve hundred. Government has promised to make this the railroad centre of eastern Saskatchewan. Survey for G.T.P. into the town now in progress; C.N.R. promised. Population of town will double in two years. The only departmental store on the main street, and only one other opposition in the town. Sales last year almost eighty thousand dollars, have been over a hundred thousand. Under good management can be brought back to that figure. Business owned by a wholesaler. Ten thousand will handle. Terms on balance can be arranged to suit purchaser. Building leased at low rental or bought on reasonable terms. Stock about twenty-five thousand. Price eighty-five cents. Apply Gallagher & Co., Moosomin, Sask.

FOR SALE—ONE OF THE BEST MEN'S furnishing, ready-to-wear, special order business and tailoring business in the best town in Western Ontario, controlling some of the best agencies. Turnover $25,000. Can be increased to $35,000 on a $9,000 stock. Best stand and rent easy. Address Box 200, Men's Wear Review.

MISCELLANEOUS

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson Co., Limited, Toronto and Ottawa. (tf)

THE MONEY YOU ARE NOW LOSING through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge Street, Toronto.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous SURETY NON-SMUT duplicating and Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MOORE'S NON-LEAKABLE FOUNTAIN Pens. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, Sole Agents for Canada.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

ELLIOTT-FISHER STANDARD WRITING-Adding Machines make toil easier. Elliott-Fisher, Limited 513 No. 83 Craig St. W., Montreal, and Room 314, Stair Building, Toronto.

WAREHOUSE AND FACTORY HEATING Systems. Taylor-Forbes Company, Ltd. Supplied by the trade throughout Canada.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00, and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide Street West, Toronto, Canada. (tf)

COUNTER CHECK BOOKS—ESPECIALLY made for the dry goods trade. Not made by a trust. Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

PRINTING

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

TECHNICAL BOOKS

THOUGHTS ON BUSINESS, BY WALDO POUDRAY WARREN—a collection of over 200 business editorials from leading newspapers of Canada, England and United States; approved by prominent business men everywhere. Cloth, $1.25. Technical Book Dept MacLean Pub. Co., 143 University Ave., Toronto. (tf)

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

FIRM CHANGE NAME.

Laces & Braids Manufacturing Co. have changed the firm name to A. J. Gillies Manufacturing Co., Toronto. The former name caused trouble in shipping. Many merchants who do not handle laces and braids did not always associate their purchases from this firm's ranges with the firm's name. A full assortment of knitted neckwear, mufflers, girdles, cords, tassels, braids, fringes and elastics are manufactured. The new firm name will avoid any future mistakes in delivery shipments from this representative line.

BUTTON COMPANY CHANGES HANDS.

Charles Kertcher and I. Schroeder have taken over the business of the Ontario Button Co., Berlin. Mr. Kertcher was formerly traveling salesman with the Merchants' Button Co., Waterloo, while Mr. Schroeder has been for some years with the concern in which he now becomes a partner.

BIG DEMAND FOR HOSIERY.

Harold F. Watson, Weldon & Co., manufacturers' agents, Montreal, report that there has been an unprecedented demand this season for fine-ribbed hosiery. In fact so great has been the demand that the makers, Towle, Killingley & Hiam, Sileby, Eng., have had to build a second factory at Loughborough, in order to take care of the Canadian trade, and there are now specializing largely on fine-ribbed lines. They have also installed, within the past six months, new machinery by which their plain hose are spliced in the foot bottom and very high above the ankle, in exactly the same way as the full-fashioned plain hose. This line has also sold so well on this market that an increase in the plant had to be made to fill orders. Another line that Watson, Weldon & Co. report a very large business in is shirts, both soft front coat shirts and working shirts and also the patented "Fit All" shirt, with adjustable collar band, made by Wilkie & Kennedy, of Glasgow, Scotland. These have been taken very largely by the Canadian trade.

MOVING TO NEW FACTORY.

Frank W. Robinson Co., Ltd., 118 Sherbourne street, are moving to a new factory at the corner of Bathurst and Wellington streets, Toronto. They will occupy the entire 3rd floor of the building. Sufficient new knitting machines are being installed to to increase the output to five times the capacity of the present factory.

A full range of men's and women's tailored sweater coats and knitted novelties in approved 1913 Fall styles is to be ready by January 15th. With better facilities, the firm will be enabled to supply a much larger clientele and the line is to be represented in different parts of Canada.

CHICAGO OFFICE MOVED.

On January 1, the Chicago office of the C. Kenyon Co. will be revomed from Jackson and Fifth to the second floor front of the new Society Brand Building, northwest corner of Congress and Franklin streets.

IN NEW QUARTERS.

George Livingstone, representing M. Joss and Loewenstein, Prague, Austria, has moved to new sample rooms. Address, Cor. Leader Lane and Colborne Streets, Toronto.

A neat illustrated catalogue of M. J. & L. collars and cuffs is being sent to the trade, showing the range of single band five-ply and double band four-ply collars and cuffs made by this firm. This booklet is of particular interest to men's furnishers.

DISPLAY CATALOGUE.

Clatworthy & Son., Ltd., 161 King street, Toronto, are preparing a handsome 250 page catalogue for 1913. The catalogue will be beautifully illustrated and lithographed, showing the exclusive manufacture of this firm.

Clatworthy & Son are pioneers in the display fixture business, having organized in 1896, and incorporated in 1908. Their latest catalogue shows both the growth of this enterprising house and the importance of proper display facilities during the past few years. A full range if improved display fixtures for all lines is included: —Wax figures, manufacturers and display coat and suit forms, in all sizes, show cases and mirrors, papier mache, draping forms, metal racks and highly finished nickle, oxydized and copper stands of all descriptions, wooden display stands in all finishes and several new metal fixtures just added give the latest up-to-date requisites for the modern trimmer.

A specialty is made of metal fixtures with "Eiffel Tower" bases, which meet the necessities of the high class store in construction, design and finish. Statuary or chocolate bronze finish is approved by trimmers at present, as it is serviceable and artistic and harmonizes with the settings of good display.

BRODY-FUNT IN NEW QUARTERS

Brody & Funt, manufacturers of wash-suits and dresses, announce their removal from 13-21 East 22nd street to 245-251 Seventh avenue, N.E. Corner 24th street, New York. In their new premises Brody & Funt will occupy over 22,000 square feet of floor space with the largest staff of operators of any concern in American manufacturing wash dresses, suits and coats. Their Spring lines showing the newest effect in washable outer garments are now on view in the sales room of their Canadian representative, M. Slabosky, Merchants Bank Building, corner St. Catharine and University streets, Montreal, where they may be seen by visiting buyers during the month of January. Mr. Slabosky will show these samples on the road during the month of February. Brody & Funt take special pride in making prompt deliveries on all lines.

HAYES & LAILEY BUY BAY AND WELLINGTON CORNER.

One of the big real estate deals recently noted in Toronto, is the sale of the north-west corner of Bay and Wellington streets to Hayes & Lailey, importers of silks, serge cloths, linings, etc. This firm occupy premises at 40 Melinda street, but the rapid development of realty in their neighborhood compelled them to look for a future location that would permit their further expansion. The building purchased may be described as the hub of commercial Toronto.

NEW MANAGER APPOINTED.

The H. W. Johns-Manville Co. announce the appointment of C. S. Berry as manager of their Atlanta, Ga., office, located at 31½ So. Broad Street. To facilitate delivery in the South a stock of roofings, packings, pipe coverings and other J-M asbestos, magnesia and electrical products is carried at this above address. This office also employs a force of workmen experienced in the application of J-M products.

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Change of Address Announcement

OUR policy and rapidly growing business demands a more desirable home for "Gilchrist Clothing."

It is therefore with pleasure and satisfaction that we here announce that we are vacating our premises at 33 Church St., and will in the future be identified with the finest children's, boys' and youths' clothing factory in Canada, situated at the corner of Front and Jarvis Streets, Toronto.

We wish to thank our patrons for their support during the past and hope that our endeavors will merit a continuance.

C. M. Gilchrist & Co.

Manufacturers of Children's, Boys' and Youths' Clothing

NOW
CORNER OF FRONT AND JARVIS, TORONTO



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Wool Taffetas
Wool Genista
Loria Tricot
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Livorno
Silk Warp Ravena Twill
Silk Warp Proliska
Cord Espagnol
Silk and Wool Poplin
Arosa Whipcord
Lavene Whipcord
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Tubular Cords
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Silk Warp Eudora
Veletta Satins
Resildas
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Olivia Coatings
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The Lowther Whipcord
Begonia Whipcord
The Rutland Corduroy
The Dresden Corduroy
Cravenette Imperial
Cravenette Covert
Barbican Cloth
Cream Serges
Cream Coatings

Sole Agents for Canada

GREENSHIELDS Limited - Montreal

DRY GOODS REVIEW

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The MacLean Publishing Company, Limited
MONTREAL, TORONTO, WINNIPEG, VANCOUVER, NEW YORK, LONDON, ENG.

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cover positions for 1913 still available. If you desire this important position for any particular date let us know now so you will not be disappointed.

The outside back cover on Canada's only semi-monthly dry goods paper is a position worth while. Write for particulars.

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 3rd Wednesday of each month. Office of Publication, 143-149 University Avenue, Toronto. January 15, 1913

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Invariably in advance.

A Billion-Dollar Year

WHEN the books are closed for the year 1912, it will be found that Canada has experienced by long odds the biggest year in her history. Up to the end of October the grand total of Canadian trade was $821,723,347 and it is estimated that, when the figures for November and December are secured, the total will reach the billion-dollar mark. January's total was $63,680,443, February's a million more, and March $23,000,000 greater. The increase continued until the October total was $101,277,469. It is estimated that the November figures, not yet compiled, will be ahead of October by $3,000,000.

These figures give striking evidence of the rapid development of the country. The claim so often advanced that the present century is Canada's, seems amply justified in the face of the growth of trade and population during the first decade of the century.

Silk Hats and Schedule K

THE workings of Schedule K are truly "fearful and wonderful." Wool, entering United States markets, is subject to a very high duty and any article that contains wool in any degree is assessed at the high rate that Schedule K affixes. The very latest is to bring men's "stovepipe" hats under the scope of that much discussed and extremely complex classification. Perhaps the story can best be told by quoting from the Saturday Evening Post:

In December the Treasury Department was called upon to consider the case of certain silk hats imported into New York—possibly for use in those pious rites commemorative of the birth of a new year, which form so edifying a feature of midwinter life in the metropolis.

The Department's ruling, contained in a letter to the Collector of the Port, recites: "You state that the under brim of the hats in question is composed in part of wool; that the hats, in addition, usually have a band of wool"; consequently, "Your classification of these silk hats as woolen wearing apparel, dutiable at forty-four cents a pound and sixty per cent. ad valorem is hereby approved."

Long ago it was decided that a farmer's rubber boots with a wool lining were woolen wearing apparel and must pay about a hundred per cent. duty in order that our sheep might be duly protected from competition with the pauper sheep of Australia. From that comparatively lowly beginning Schedule K has resolutely mounted step by step until it now sits effulgently enthroned on Gotham's silk hats; and from top to toe—whether on the solitary stretches that surround Red Dog or in the haunts of the élite along Fifth Avenue—there is scarcely anything worn by man that may not be legally classified as woolen apparel.

The Percentage on Knit Goods

THE article which appeared in Spring special number of The Review, on the fixing of overhead expenses in the knit goods department has aroused a wide degree of interest.

Why should the dry goods man charge a certain percentage in other departments and figure a smaller rate on his knit goods lines? Should not the same rate be applied impartially in all departments? These are questions which merchants are beginning to ask themselves.

The conclusion is inevitable that the merchant who does not allow a large enough percentage on the selling price of knit goods to cover the cost of doing business is deliberately pocketing a loss through fear of competitive conditions. A review of the selling prices fixed by many dealers shows conclusively that when transactions on this basis are figured out correctly, the merchant is found to have actually lost money.

The distribution of costs is a live question in a large departmental store where the location of departments is a big factor. In the smaller establishments, however, where no effort is made to accurately distribute the cost of doing business, the practice of cutting the percentage on certain lines without raising it on others to counterbalance is the forerunner of heavy losses.

A saner method of fixing selling prices is needed.

Free Wool in United States

A SIGNIFICANT statement is made by the American Wool and Cotton Reporter," in regard to possible developments in the matter of the wool tariff. It says, in part:

"Discussing further our argument that the time has come for the final removal of the duties upon wool, we call attention to the table elsewhere showing the farms, farm land and farm property of the United States of each decade from 1850 to 1910, inclusive. The population of the nation increased from 23,191,876 in 1850, to 91,972,266 in 1910. The increase was continuous throughout each decade, and the increase in farms kept pace with the population. The value of the farm property will be seen to have been $3,967,343,580 in 1850, and to have advanced steadily until it reached the immense total in 1910 of $40,991,449,090. In the decade from 1900 to 1910, the value of farm property in the United States doubled. During this decade, when the increase in value of farm property was so enormous, the Census Bureau reports a decrease of 9,056,000, or 14.7 per cent., in the total number of sheep and lambs in the United States."

American Trade Advances

ALTHOUGH Canada has passed the stage where trade conditions here reflected accurately the situation on the other side of the border line, the American influence is still strong. It is interesting, therefore, to note that the United States has passed an exceptionally prosperous year, according to trade statistics. The foreign trade of the United States in 1912 will show a higher record in both imports and exports than in any previous year. Eleven months' figures just compiled by the statistical division of the bureau of foreign and domestic commerce indicate that the imports of the year will approximate $1,800,000,000, against $1,563,000,000 in the former record year for imports, 1910, and that the exports will approximate $2,400,000,000, against $2,093,000,000 in the former high record year for exports, 1911. The calendar year will break all records in the value of both imports and exports.

The Passing View

Determine to make every month of 1913 better than the corresponding month last year; and back up determination by systematic work.

* * *

The vogue for bright colors is being reflected in men's neckties. Some of the very latest ideas would have been voted barbaric at one time; and yet they are undeniably attractive and will sell well.

* * *

Woman will blossom forth most attractively when the Spring season rolls around, thanks to the millinery styles promised. Bright color combinations and flower garnitures will make Spring hats very gay indeed.

* * *

It is becoming increasingly more apparent that the public must expect to pay higher prices on knit goods. The manufacturers are being forced to advance their prices and the same course will be incumbent on the retailer.

If your pattern sales are increasing,
you probably carry

Standard Patterns

If your sales are not increasing,
carry Standard.

"The Patterns that give satisfaction"

Standard Fashion Company
68 Duchess Street - - Toronto, Ont.



The Life of a Window Display

Should goods trim be left in longer than three days?—J. A. Mongeau of Dupuis Freres, Montreal, thinks not—The drawing power of a window weakens as the day's life—Good displays cause early depletion of stock.

QUESTIONS there are which are not answered the same way by very many, and one of these is the question relating to the length of time a window trim should be left undisturbed. Some think a good display should be permitted to hold its place for some time. Others there are who contend that no display is good enough to hold the store spotlight for long. Better a change, even if it appears a change for the worse, than no change at all. In other words many believe that it is better to show one fine trim and three poorer trims, than to allow that one fine trim to occupy the window space during the entire time.

J. A. Mongeau, display manager, Dupuis Freres, Montreal, is one of those who believe in changes. A window is not allowed to remain unchanged for a week in this store. Two or three days is about the limit for any one trim. Indeed, Mr. Mongeau claims that for a store situated as Dupuis Freres is, two or three days represents the vigorous life of a window. After three days it will exert a pull, but a weaker and weakening pull—one in no way equal to the magnetic influence exerted by the display when it was quite fresh, and one which will not be equal to the pull of a new trim.

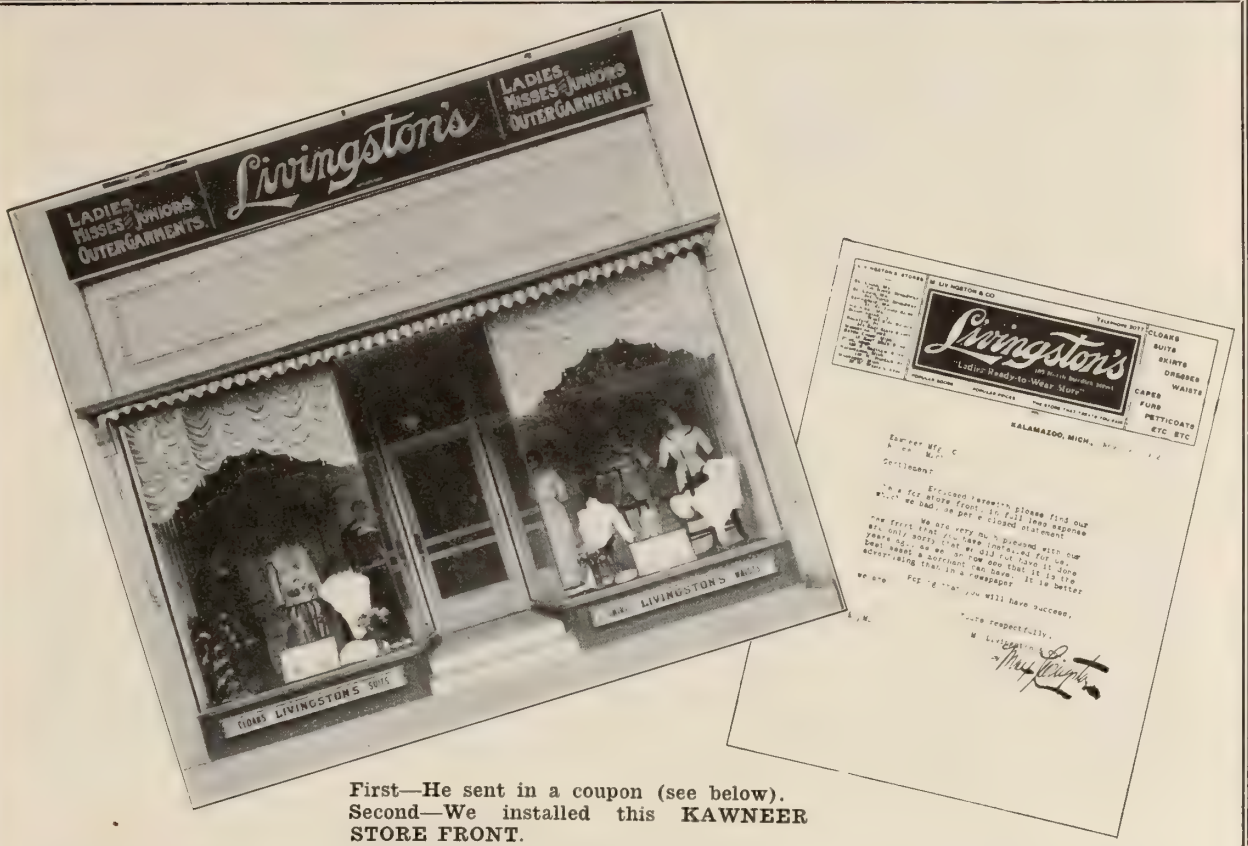
In this store there are twelve windows. There are, of course, a good many more than twelve departments, and the managers of each department are naturally anxious to get their goods placed prominently before the public through the medium of the show windows. Their value is judged by the sales they make. They have reason to know that a window trim brings sales, ergo they are ready to fight for a trim of such-and-such a line at such-and-such a time. The only way to satisfy all is to give all a chance, and each department gets its share of the windows.

No hit-or-miss system is employed in this store, as Mr. Mongeau makes clear. The windows are planned. Heads of departments, wanting to make a display, see Mr. Mongeau. They outline the class of goods they want to give prominence. They suggest the time of the week in which they think a display would bring them the best results. Then they have to wait the verdict of the powers that be. Every proposed window has to be passed upon by the head office. If the plan is approved so far so good. Then a place for this trim is reserved, and the day upon which it will be made is decided.

"We have found," said Mr. Mongeau, "a window draws the very first morning it is displayed. People pass our windows by the hundreds, and if the trim is one which shows bargains, the rush on that department, in which the goods shown are sold, will commence right away. In the afternoon the window seems to attract even more. The second day too, it pulls—sometimes better, for then those who first saw it have told their friends, and their friends come to the store as well as those other casual passers-by whose attention is gained. But after the second day the window loses part of its attractiveness."

The economic law of diminishing returns is at work. Every day after the second, it has been found, the window attracts, but not so largely as it did at first. The drawing power is diminishing.

Another thing which makes necessary the short life of a window is the fact that the life is so very vigorous. "Why," stated Mr. Mongeau, speaking on this subject, "many of our windows could not be left for longer than three days. By the second day



First—He sent in a coupon (see below).
Second—We installed this KAWNEER STORE FRONT.
Third—He wrote this letter.

"Sorry that we did not have it done years ago"

—that's the spirit our customers have after we have installed in their Stores modern, trade-pulling KAWNEER STORE FRONTS.

This merchant is enthusiastic over KAWNEER, simply because it is making more business—because he's making a *big* profit on his small investment. His enthusiasm is not prompted by his personal gratification—in business we must forget that.

Just study this Front. His old Front was so unlike this that you'd swear the change was an impossibility. See how striking his displays are—could you pass this Store without hesitating—without looking—and after all, that's the surest way of making a sale. The two show windows are like two all-glass show cases—always clean-cut and bright.

Another thing—KAWNEER is made of either solid copper, brass, bronze or aluminum. This is a solid copper Front (statuary copper finish) and he will never have to spend one cent for paint or repairs. He pays for his Front just *once*. It started to pay for itself immediately—after that profits go straight to the cash drawer. This remarkable change was made possible only by KAWNEER—and it's only one of 6,500 Stores that KAWNEER was installed in during 1912. There are thousands upon thousands of examples just like this all over the country. Your store is no different.

Kawneer
STORE FRONTS

SEND IN THIS COUPON

We can do for you what was done for this Merchant. Just fill in this little coupon for "Boosting Business No. 21"—it won't take a minute and may eventually mean a revolution in your business, the same as in this Merchant's business. We are specialists in the manufacture and installation of Store Fronts—originated the solid, all-metal Store Front and have been at it incessantly for almost eight years. Just send the coupon for "Boosting Business No. 21." It contains photographs, drawings and plain descriptions of many of the finest big and little Store Fronts in the country.

Kawneer Manufacturing Co.

Francis J. Plym, President

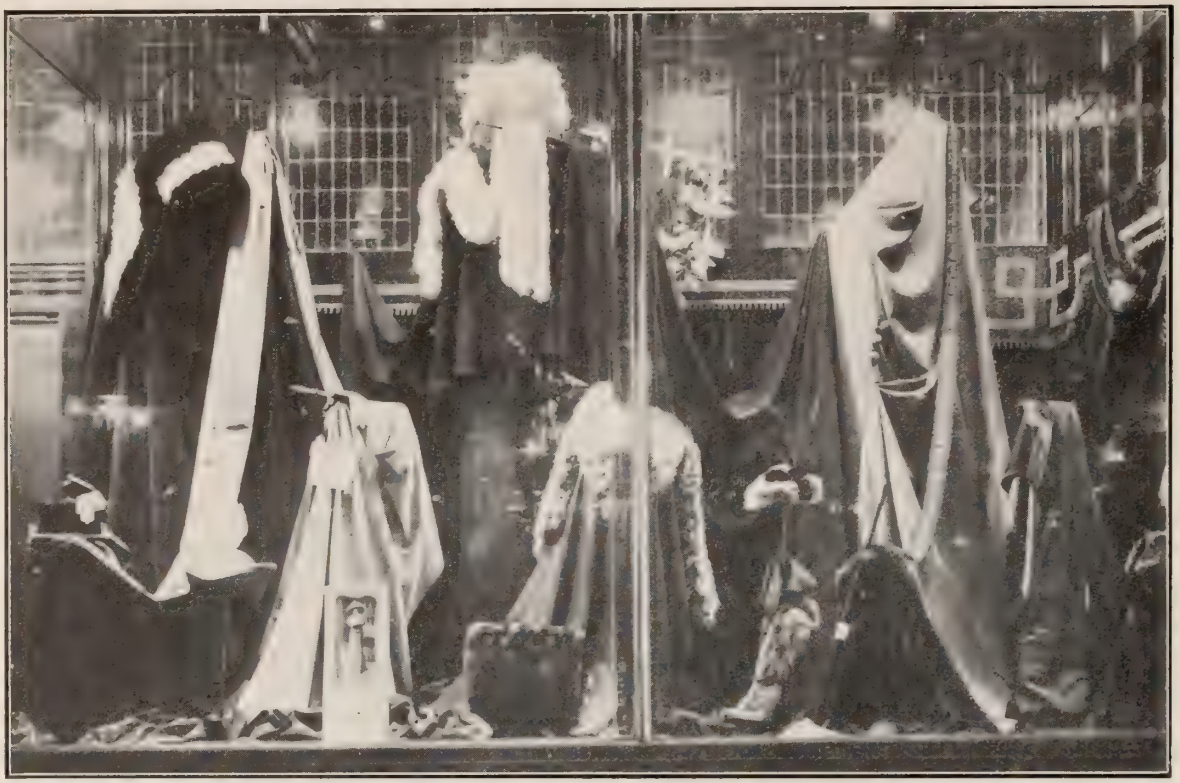
87 Duchess St. Toronto, Canada

COUPON.

KAWNEER MANUFACTURING CO.,
87 Duchess St., Toronto, Canada.

Kindly send "Boosting Business No. 21," without obligation upon my part.

Name .....
Street and No. .....
City or town .....
Business .....

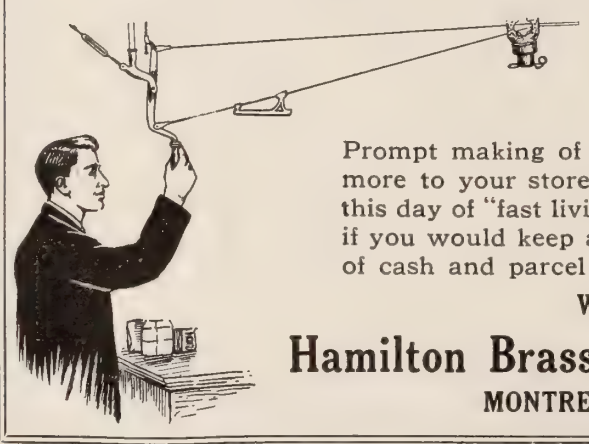


This striking display, arranged by Emile Pigeon, of Dupuis Freres, Montreal, sold many yards of goods. While the reproduction does not show the color, which was one of the finest features of the trim, it yet gives the general idea. The dress goods displayed were whipcords of different shades, and silks to match. Furs and feather boas were used with good effect to make a contrast. The background was a green plush curtain trim, while the floor was covered with green felt. Over the twenty-four inches immediately at the front, was spread a piece of fine allover lace, the aim being to brighten the appearance of the whole window. This trim was cheaply made, all the requirements being taken from stock. The high stands were simply posts, with boards placed on the top to give greater breadth. The shorter stands near the front of the window were made out of dress goods pieces. The window represents thought and work, not expense.

the stock of the specialty shown is greatly reduced. Toward evening it is often necessary to take samples out of the window to meet the demands of the eager customers. A window sells goods rapidly, when it makes a direct appeal as all windows in Dupuis Freres do."

This question of the direct appeal is one to which Mr. Mongeau and all his assistants give particular attention. General windows are dressed from time to time—windows which primarily show the high grade of goods carried, or the styles and colors which may be expected. Such windows do great good. They attract people to the store generally. But the usual window is much more direct. It treats of one thing only. A good business letter, it has been said, should deal with but one subject. As a general rule the same thing applies to windows.

The window, moreover, should, Mr. Mongeau believes, be made to speak. The goods speak for themselves to a certain extent. To the knowing they



The "PERFECT" System

IS SWIFT, SURE AND CONVENIENT

Prompt making of change and delivery of parcel to customers mean more to your store than many merchants realize. Quick service in this day of "fast living" should be the aim of every mercantile business if you would keep abreast with the times. The "PERFECT" System of cash and parcel carriers will give this service.

WRITE FOR FULL PARTICULARS.

Hamilton Brass Mfg. Co., Limited, Hamilton, Ont.

MONTREAL OFFICE: 327 CRAIG STREET WEST

tell of quality. They speak of style, but they do not give an idea as to price. Price cards, it is held, should be used. "These do not spoil the appearance of a window at all," stated Mr. Mongeau. "They make it live, rather. It is the price, with the goods, that makes the magnet."

Reputation as an Advertiser

The evolution or development wrought by the varying circumstances of forty years, is embodied in the store of Bell & Son, Collingwood. The founder of the business died a few years ago and it is now conducted by his sons. The original store was a grocery, which was hardly one-quarter the size of the present building. The latter has a frontage of about forty-five feet, and a depth of about 120 feet. All departments are on one floor, and consist of general dry goods, boots and shoes, men's wear and housefurnishings. The original department, that of groceries, was dropped a few years ago.

During the past year the Bell boys have been trying-out the reputation of the store as an advertising factor by keeping their advertising appropriation within a more limited amount. They have so far noticed no falling off in business, but, on the contrary, a fair increase in business. This they attribute in great measure to the standing obtained by a store which has been doing business along steady, uniform lines for the past forty years.

"Don't understand, however, that we do not believe in advertising," said one of the boys to The Review. "While we have adopted this policy for a year, we are not indifferent to the fact that the merchant to-day must keep the people well informed, and our present attitude does not necessarily indicate our future course. We have watched the matter carefully, however, and it has not been altogether barren of suggestion to us."

Callander, Sask.—Mrs. Smith's millinery store was destroyed by fire which wiped out a portion of the business section, doing damage to the extent of $20,000.

Montreal, Que.—The almost absolute failure of the water supply for several hours early last night, was the cause of the valuable property of Napoleon Marcotte, dry goods merchant, at the corner of Notre Dame and St. Augustin Streets, being totally destroyed. Damage to an amount of between $40,000 and $50,000, according to the owner, was done to the stock and building, and of the three-storey brick store and dwelling, that stood at the corner, nothing now remains.

How about your equipment for 1913 ? ? ?



D. & P. FORM

Draped by A. E. Apted, with T. Eaton Co., Ltd.

DO you give your trimmer a fair show? Do you expect him to keep your window displays the brightest and most up-to-date in the town with display fixtures that are out-of-date?

A few dollars invested in Dale and Pearsall drapery forms and figures will be the best paying investment you have ever made. Think of the sales one well-dressed form will make and the very small cost of it. The above form was draped with one suit length, making a drape, simple, yet very effective. Brighten up your 1913 equipment.

Send for one of our new instructive catalogs. Look for later announcement.

DALE & PEARSALL

106 FRONT STREET EAST

TORONTO

Displaying Piece Silks in the Window

Silks bring sure returns because they are in steady demand—Description of display of Silks, including two units—Practical methods of constructing a suitable background.

THE featuring of piece silks in window displays is in order for practically every month in the year, because silks are a recognized favorite of fashion all through the year. On this account, the minds of prospective buyers can be influenced strongly by window displays of silks. Advertisers agree that the psychological time to advertise anything is when the great majority of the people are most interested in that thing. Hence, an application of this logic extends to frequent displays of silk piece goods.

Window trimming is advertising. The trimmer endeavors to tell a story about the silk merchandise by showing it artistically in the display window. Silk is an all year around fabric that represents a substantial amount whenever a sale is made. A merchant can charge a rental for the display window space and figure that it ought to bring in a certain percentage on the investment. Silk displays will bring largest returns.

The sale of trimmings can be promoted at the same time by showing something suitable in connection. Supposing that you have permanent backgrounds in the display window. Have as a point of contact, a cluster of seasonable foliage and flowers set along the top border. This can be attached at the ends of the window without marring the background by using a holder to fasten on the bottom of the molding, extending out from the border line. The window trimmer can build this holder. It is easy to take a piece of heavy mat board in dimensions 5 x 8 inches. Set a strip of wood ½ x 8 inches along each edge to prevent breaking down fasten this to extend out into the window molding. Use a pencil point to make the holes through the mat board; have as many of them as you have sprays of foliage. The sprays in the outer row should be bent down over the edges of the holder to conceal the fastenings.

As seen from the sidewalk, you have a great bouquet of flowers, attached at each corner of the window. A cluster of the same seasonable flowers is set in a vase on a pedestal at right of the background. A ribbon bow with streamers leading out into the window is attached to the vase and top of the pedestal. According to our illustration, this is most pleasing and suitable to back up a display of silks.

Two drapery units are used to complete this display. The most distinctive, perhaps, is the one in the centre. This is set on a new draping form, with full bust top and balance tapering from the bust line down to a fine point, six inches in diameter at the base. The drape is made with a twelve yard length of silk, without cutting the goods. The two ends of the cut form the fish tail effect at the bottom. This is a distinctive feature of the mermaid style of draping. For silks, it is a most effective style.



Silk units suitable for case, ledge or window trim during the initial spring dress goods and silk showings.

Suggestive Windows for Spring Millinery and Dress Goods Openings



The background design of this window is simple but effective. It is a combination of Roman and art nouveau. Both pillars and bottom section of background are covered smoothly with light, tan felt. The art nouveau design is cut from beaver board, kalsomined a deep cream and shaded with ground coke. Foliage, frosted roses and leaves tinted in yellow lion's heads and chains in antique finish harmonize with balance of trim. Brown Canton flannel is used on the floor. This is one of a series of dress goods displays introducing new fabrics and showing how they are intended to be worn. The series caused considerable comment and proved a good selling feature. For Glanville's, Ltd., Calgary, by E. A. Wilson.



Unique window background in grey with dogwood blossoms wired to green beech leaves. This setting was made first of frames covered with unbleached muslin, then outlined with 2x4 lumber and painted with alabastine. By F. J. Cuni, Huntington, W. Virginia, U.S.A.



Oriental Influence in Trimming Novelties

Persian and Bulgarian bands revived — Rhinestones combined with jet and crystal for evening gown trimmings — The use of buckles and tassels indicated — Buttons used in profusion — Many filets and bandeaux worn — The latest toilet novelties

THE new trimmings are Oriental in effect with the near East—that is Eastern Europe—in first representation. This tendency is bringing our old friend the Persian band into prominence and band trimmings on taffeta satin and net in Bulgarian and Persian patterns and colorings are showing in trimming lines. The same colors and designs are also developed in cotton for trimming dresses of linen, ratine or cotton suiting. The turning of fashion towards Oriental sources of inspiration is bringing colored embroideries to the fore again, and embroidery touches done on yellow cloth in red, dull blue and green, picked out with black, are very much in evidence on imported gowns and waists.

The above is the advance note but for evening and dressy wear nothing has taken the place of the rhinestone. Rhinestones are used for simple line trimmings and rhinestones combined with pearl, jet and crystal form the new mid-season trimming feature. Some effective bands are shown in crystal rhinestones and black beads.

Another trimming feature that must not be overlooked is the use of buckles for holding drapery folds in place. Tassels are also coming into vogue for finishing of sash ornaments and other trimming points. Thus a blouse seen the other day had a kind of tab finish to the collar, at each end of which was placed a tassel. Crescent-shaped ornaments fringed with small tassels form another new trimming feature.

But after all the big trimming feature lies in the use of buttons. Button trimmings are equally good on tailored dresses and suits as on the more elaborate reception or afternoon gown, and even the evening gown is now decorated with rows of small novelty buttons as a rule on the jeweled or rhinestone order. Buttons are also extensively used by the manufacturers of blouses and neckwear.

The change in hair dressing calls for wavy hair drawn low down over the forehead, or for the wearing of a soft fringe of curly hair. To go with this new style, bandeaux or filets are provided. Some are of shell set with rhinestones, but far better liked and more attractive are the filets made up of strands of rhinestones. Some of these show a band of stones centred in the centre of the forehead with an ornament of stones set in white metal or silver. Others have square links of rhinestones held together by a connecting line. When aigrettes or feathers are worn they shoot off at right angles.

There is an increasing demand for all kinds of shell goods such as bandeaux pins, casque combs and barrettes. Shell pins put up in half-dozen packages in dark, medium, light and grey are selling freely in all notion departments. Rhinestones are used in profusion in the decoration of all shell goods and because the stones are not so apt to drop out set-in patterns are preferred. The new feature here is the barrette of white metal set with rhinestones.

Though puffs and curls have been replaced by simpler styles of hair dressing, few women have enough of the crowning glory to give the requisite appearance of abundance and, therefore, there is a particularly good demand for switches. As the hair is now arranged the quality of the switch is important and the call is for better hair.

Artificial flowers for corsage bouquets and for table and household decoration are having a wide distribution and yet another use is being found fo them. The bunch of flowers that decorates the interior of my lady's car nowadays is as often of velvet or silk as the real article. Naturally the very best French flowers are used. These are very exact reproductions of the natural flowers and are as a rule delicately perfumed and of course they do not fade.

Toilet sets in the new substitutes for ivory have become very popular and every possible article for

the dressing table can be obtained. Among the numerous novelties are pretty little alarm clocks rimmed in this creamy material. Hatpin holders and bottle cases can be had in different sizes.

Manicure sets with the handles of this imitation ivory are put up in square leather boxes. When the lid is lifted the sides fall down and rest flat out. The latest sanitary fad calls for the use of the complexion puff for powdering the face only once. This accounts for tiny puffs of swansdown made by the dozen and packed closely into satin-covered cardboard boxes small enough to carry in the handbag.

Vanity cases come in French gilt or celluloid. These cases open with a spring and disclose a powder puff and cake of powder, and there is a mirror placed in the cover of the lid.

News Items

Netherhill, Sask.—John Lee is giving up his men's furnishings business.

Cannington, Ont.—J. A. McLean is holding a going-out-of-business sale which will be kept up until March 1.

Pembroke, Ont.—The addition to the Pembroke Woollen Mills is finished as far as the building is concerned but the fittings and machinery will not be completely installed before the first of March.

Calgary, Alta.—The annual winter clothing sale of the W. Diamond Clothing Company has commenced and will continue until January 18. During the interval the entire $100,000 stock of the company will be placed on sale at a discount of 25 per cent.

Edmonton, Alta., January 2.—W. H. Robertson, a homesteader in the Athabasca district, north of here, arrived in Edmonton to-day with the pelt of a silver fox, valued at $1,000; two brown foxes, seven bear hides and 218 racoon skins. Silver-tipped foxes are rare and when properly marked the pelts are worth small fortunes. Three silver foxes have been trapped in the Lac la Biche country this season, the hunters receiving from $450 to $800 each for the pelts.

Saskatoon, Sask.—The first real estate transaction of moment to be announced in 1913 is a purchase, made from Lord Elphinstone by J. F. Cairns, of a large slice of Second Avenue property in the very heart of the city. The property purchased is the fifty feet of frontage adjoining the splendid new home of the Cairns' departmental store on the north side, and this will increase the frontage of Mr. Cairns' property to 150 feet on Second Avenue. The frontage of the property on Twenty-third Street is 140 feet.

Naiad Dress Shields are good things for the Dry Goods Merchant to carry—they sell easily and they bring trade.



UNSEEN—NAIAD PROTECTS

NAIAD DRESS SHIELDS

are not ordinary dress shields. They are different and superior. Just note these distinctive points.

—Thoroughly sanitary and hygienic.

—Can be sterilized in boiling water.

—As good the day it is bought as the day it is made.

—Will not deteriorate on your shelves.

Sample Book Free

Wrinch, McLaren & Co.

Sole Canadian Manufacturers

77 Wellington St. West, Toronto

Million and a Half Store in Calgary

Hudson's Bay Company putting up a modern departmental store building, which will be most complete in every respect—Dimensions of building will be 130 by 250—Complete plans not yet available.

CALGARY, Alta., Jan. 13.—The growth and development of the city of Calgary and, for that matter, of the whole West, has never been more strikingly demonstrated than in the plans of the Hudson's Bay Co. for their new departmental store here. The building is now in course of erection and promises to be one of the largest and handsomest in Canada when completed.

Estimates of the cost of the building place the total at $1,500,000.

The building is being erected at the corner of Seventh Avenue and First Street West. As will be seen from the accompanying illustration, it will be an imposing structure of seven storeys. In planning it, the architects have kept aesthetic as well as practical considerations in view and have evolved a structural outline containing many attractive features.

The dimensions of the building will be 130 feet by 250 feet. It will thus be seen that the amount of floor space in the complete store will be very large and will enable the company to provide each department with the space for ample display.

In point of equipment, the very latest ideas will be introduced. An especially good feature will be the amount of space given over to window displays. There will be over 600 feet of space for window advertising and, as a good depth and height is allowed, the facilities thus provided will be unexcelled.

It is impossible as yet to give any details as to interior arrangements and floor plans. Fuller information will be available when the building has been completed.

Alta Vista, B.C.—Mrs. Pomroy has opened a dry goods store.

Calgary, Alta.—Leith and Arkin have opened a men's furnishing store.

Hedley, B.C.—H. G. Freeman has taken over the men's furnishing business of R. G. Shier.

Calgary, Alta.—Romanoff and Leith have dissolved partnership and Jos. Romanoff will continue their men's furnishing business.



The new million and a half dollar building in course of construction for the Hudson's Bay Co., Calgary.

Merchants Attitude To Phone Shopping

Taking orders over telephone is now regarded as more or less of an evil—Merchandizing methods are shaped to get people into the store—But what of the future?—The trend will probably be toward developing phone ordering.

WHEN the twentieth century becomes a thing of the past, so far that its achievements can be ticketed, docketed and classified, and its place in history marked down, it seems as though it is going to stand prominently out as a period of rapid advancement in the production of and the general use of creature comforts and labor-saving devices. Even at the present moment young though the century may be, the tendency to make a very general use of these labor and time-saving devices goes on almost too quickly to meet altogether with the approval of the men at the head of the big retail dry goods enterprizes. The truth is, twentieth century men and twentieth century women—the latter particularly, are losing their conservatism, and are evincing an increasing willingness to give a thorough try-out to any new device that promises to conserve effort and save labor.

These remarks are called forth more particularly by the increasingly popular use made of the telephone, and the very general disposition evinced by a large majority of women to do shopping by phone.

This tendency, at any rate at present, seems to be looked upon by the men at the head of even the largest and most progressive stores both in Canada and the United States as by no means an unmixed blessing. They are not, it would appear, quite so sure that the advantages lie their way when telephone shopping is practised. Telephone shopping, the management apparently figures, strikes at the root of much that has been satisfactorily worked out in modern retailing, and particularly in departmental store organizations.

The big success of the departmental store has come through the fact that people are attracted to the store in numbers, and have been induced to spend money freely when within the store's doors.

Every store manager and department head knows it is not what the customer needs, and what he or she has come prepared to spend that keeps up the great volume of sales, and swells the big profits. It is the goods bought because they are temptingly displayed, and temptingly priced, and because of the contagious enthusiasm that is produced by the fact that people are busy buying on all sides. In short, it is the sales made over and above the absolute needs of the buying public. Sales which would not be made if the big stores were not crowded all day with eager shoppers, that make the departmental stores the big paying propositions they have now become.

Therefore there is nothing wonderful in the fact that the management are slow to favor any development like shopping by phone which tends to keep customers, and moneyed customers at that, from visting the store in person when wanting goods.

When the whole methods of modern retailing are considered and the large sums of money that are spent with the sole object in view of drawing the people into the store is taken into account an intelligible idea of the underlying reasons is gained why no extra provision is made in so many stores for receiving phone orders. Also why so many advertisements, especially when particularly tempting bargains are offered, contain the notice that no phone orders will be received.

Look at the money spent in handsome stores and expensive fixtures, in rest rooms and other conveniences and the money paid out to the store decorator and his little army of assistants, for the purpose of keeping up the window trims and the carrying out of attractive interior decorative schemes. These and fashion shows and openings and other special attractions, such as musical programs and other devices, are designed solely for the purpose of drawing more people into the stores. This is the reason price concessions are made and special sales planned, and because it is known that the people who attend for these advantages will also buy other goods when in the store. In short, the getting of the people into the store is the pivot and central idea upon which modern retailing turns.

A FUTURE DEVELOPMENT.

The real question in this matter would seem to be as to whether the retailer is strong enough to successfully combat shopping by phone, and as to the eventual or non-success of his efforts to discourage it. Possibly—most probably—he will have as time goes by to modify his outlook on this particular question, and will have to make a proper provision for meeting and making the most of this new call. It would not in the least be astonishing if at no distant date there were stores found that catered specially for telephone trade just as is now done for the mail order shopper. Possibly, also, when this time arrives the store management will find that much of the scare has been unwarranted, and on closer acquaintance the shopper by phone is just as likely to be led into giving large orders because the phone is handy and the service prompt and pleasant, as she was to buy liberally when she came to the store.

In any case, the merchant should watch his phone system carefully even though he may not be

(Continued on page 15)

Merchandizing Topics of Current Interest

Getting the farmers' trade—Owen Sound firm post men on roads to distribute literature—A stock record system—How buying has changed—Featuring trade-marked goods.

Getting the Farmers' Trade

To meet the farmer on his way to market and to interest him in the values offered at their store while he still has time to read about them is the object of an advertising idea which has been adopted by Dunbar & Chester, who opened their store in Owen Sound five years ago. There are four or five good roads leading into Owen Sound from the splendid agricultural district surrounding, and on market days or whenever there is likely to be an unusual number of farmers in town, Dunbar & Chester employ a man or boy to stand on each of these main roads at a point near the city boundary and distribute to farmers and their wives advertising matter describing lines that are being featured that day in their store. In this way considerable business is developed from that particular source. The same advertising matter is distributed among the houses of the city.

Dunbar & Chester carry a considerable fur stock in which they find it to their advantage to feature some of the more expensive lines—pieces from $100 to $150, fur coats up to $350. The pieces they display on the main floor while the coats form part of the ready-to-wear section. When it is necessary to carry an article over it is placed in a box along with a moth preventative and sealed up. A fur opening is held at the beginning of cold weather, when strong display is followed up by advertising.

How Buying Has Changed

That it is absolutely necessary for the merchant to keep in constant touch with the market, in order to buy right and to have clean stock is the conviction of Mr. Green, of Marshall, Green & Co., Orangeville.

"The difference in buying is wonderful," said he to The Review. "A few years ago it was possible on seeing a customer enter the store to tell almost exactly what class of goods he or she would require in every department. There was not so much comparison of patterns and qualities. What the next door neighbor bought was then not so strong a factor. But now it is all changed. A salesman can size up a customer's general temperament but that's where it ends. People want up-to-date goods. They read a lot about styles and they come to the merchant with their notions. This is one reason why I have found it important to run in to market every little while and keep in touch with latest ideas. Novelty is playing a larger part than ever in the retail business, and I think it is good policy to study the demand with the object of eliminating the profitless for the more profitable lines. That is what we have been doing and we find that it pays."

The Marshall, Green & Co.'s store has a corner location which makes it possible to carry the grocery section in the rear of the dry goods store, with a side entrance and a special window. The front windows of the store are arranged on a plan which gives the appearance of greater frontage than actually exists. There is a wide vestibule with a window on each side about three feet in depth. At the rear of the entrance these windows form an angle to admit of two others running crosswise of the store, with the entrance in the centre. The windows do not run the full height of the store, but are boxed in to admit of prisms at the top. These distribute the light in such a way that practically an hour's daylight is saved. The windows have mirror backgrounds and, neatly trimmed, present an attractive appearance.

Did Not Consider Exceptions

Exceptions that prove or disprove any rule in the dry goods business, occasion no very grave concern to E. Topp, of Meaford, specialist in ready-to-wear garments and boots and shoes. Mr. Topp is an Austrian and exception number one consisted in the fact that before he came to this country eight years ago he was a cattle buyer—had no "previous experience." On arriving in Canada he looked over the ground and decided that it didn't much matter what business he went into. Ready-to-wear clothing was his choice, and for a while he conducted a transient business—that is, he traveled through the Meaford district with a wagon full of garments, and sold to the farmers. In this way he became familiar with that section of the country and its people. Exception number two was his willingness in granting credit on easy terms, a plan which he adopted later when he opened a store and installed a considerable stock. To-day he owns this store, and a stock valued at about $19,000. He

has two regular wagons on the road, each of which do what he describes as a nice business. While he carries some large accounts on his books, he states that he has confidence in the people, that he has lost but little through this policy and that his knowledge of the district is a guide in granting accommodation. He states that only recently one of his patrons paid him $900 in one lump in settlement of an account. Some merchants may here recognize another exceptional policy. At his annual stock-taking, Mr. Topp states that he takes in everything at cost price. Once a year he holds a reduction sale.

"We run down to the city and buy 150 or 200 garments at a time," said he, "and they are not all staple styles either. We have a good demand for coats at $10, $20 and $25. We also handle men's clothing."

Already Mr. Topp is discussing with himself the opportunities that may exist for larger business in cities such as Hamilton and Toronto. He apparently has done well in Meaford and declares that while his business there nets him from $4,000 to $5,000, his costs being very small, a more populous field would be more to his liking.

Advertisement with Definite Message

"It is the advertisement that sticks that does the business," said Mr. Rogers, of Gillespie, Rogers & Co., Orangeville, to The Review during a discussion of advertising methods. He picked up a paper to explain his idea.

"Do you mean to say that a busy housewife will stop to read that?" said he, as he pointed to one specimen which was a general enumeration of articles with no outstanding feature.

"Here is the advertisement that attracts the reader," said Mr. Rogers, turning to another in which a description of a special feature stood out conspicuously. That is the way he has figured out the advertising game. It pays to specialize, to give each advertisement a definite message. Otherwise, it will only have indifferent success. It is this idea which, he states, has brought his advertising most success.

Gillespie, Rogers & Co., while conducting a general dry goods store, are specializing in women's ready-to-wear garments. Recently they carried men's clothing, but the layout of their store was such that the department had to be located near the millinery section. This was hardly suitable, so women's ready-to-wear was substituted. In a space about 15x20 feet, a very neat department, with wardrobes, adjoining the millinery section, has been arranged.

"We have had an excellent season on coats," said Mr. Rogers. "Ready-to-wear carefully handled is certainly a desirable line. Personally, I prefer it to the so-called staple dry goods. It is, as a general thing, more profitable, and is not so imposing on salesmanship. The point is, keep your stocks clean. Styles have to be watched, of course, but it is one section in which we can meet mail order competition effectively. Time and again we have demonstrated to our people the fact that a home purchase would have given them better satisfaction. In fact, just the other day a woman saw, in our window, a coat for $19 which was similar to one she had paid $32 for in Toronto. We have the exclusive agency for two concerns. They send us smart styles and we can sell them.

"At the opening of the season we hold a millinery and ready-to-wear event. We use, in our advertisements, cuts with prices and short descriptions. Too much reading matter spoils an advertisement. A cut will convey a better idea than half a page of description."

Merchants Attitude to Phone Shopping

(Concluded from page 13)

satisfied as to the advantages. He should, by all means see that it is not a source of friction or offence and in this connection particular care should be taken in choosing the clerk that attends to the phone orders. For the merchant's own sake this clerk should not be picked out on the policy that any sort of a girl will do. Not only should she know the goods carried in the store, but she should be carefully chosen from a temperamental point of view. Taking telephone orders is no easy business, and a short tempered pert, and snippy clerk, can do the house more harm here than in almost any other position in the store. The girl in charge of the phone should be bright, quick and alert, and above all, she should be the happy possessor of a calm, not easily ruffled and even temper.

In the near future, there is little doubt that merchants will accept the customer who orders by phone in the same spirit as he now accepts the mail order customer. No one pretends the mail order customer is not a source of profit, and there is no doubt, when the phone customer is as well looked after and catered for, merchants will find, instead of losing business by phone shopping, they are making a gain because of it.

Paradoxical, also, as it may seem, in nine cases out of ten, this phone trade will have been gained without in any way lessening the every-day stream of customers drawn by advertising, window trimming and other features. Women are not going to stay at home simply because they have a phone. There are many items a woman needs that she will buy only on personal inspection, if possible, and the merchant will find the woman who is content to do all her shopping by phone is decidedly a negligible quantity.



Firm Hosiery Prices are Indicated

Proposed U. S. changes make conditions uncertain and 1914 samples later—The possible effect on Canadian hosiery imports—Changes in value and higher quotations more apparent in 1914 ranges.

THE effect of the proposed tariff changes on United States imports is already being felt in the attitude of German hosiery, manufacturers. Whether the reductions favorable to the hosiery industry will be made or not is an open question. Chemintz hosiery mills are anticipating and hope to regain a part at least of the lost business which the present customs bar.

Direct representatives cannot get satisfactory quotations on a general list at the present time. Samples for Spring, 1914, will be late. Some early special numbers of cottons and lisles are coming to hand, but the bulk of the ranges will not be assembled until March or fully a month later than a year ago. Manufacturers are holding off, pending any reductions or favorable legislation. The situation is governed by indecision rather than by firmness of market conditions. The policy of the tariff commission is uncertain.

Contracts for repeats or new orders are accepted subject to advance or approval of the manufacturers. The manufacturers claim they are unable to confirm prices, but that repeat orders will be filled at latest quotations or the buyer advised. During the last month large orders have been refused and others accepted only at increases per dozen all round. Some sample lines are advanced in transit, which shows that manufacturers are taking advantage of the present situation or are forced by market conditions.

This happens when the mills are busy with 1913 repeats and filling the last of this year's orders. Sufficient contracts to keep the mills busy until June have been booked. New orders are placed, only at an advance for manufacture. With manufacturers willing to place large orders by sub-contract, the firmness of the market and the prospect of a good year ahead, higher prices are evident.

In Germany, and particularly in Chemnitz mills, all hosiery is made by contract or piece work. Operatives are quick to take advantage of a firm market, and the prospect of plenty of work. In Canadian and U. S. mills, the costs of labor are not subject to such quick change, because working conditions are different. Here, except for unseen labor troubles, manufacturers are estimating on fixed prices, and meeting natural advances for efficiency, higher costs of production and similar conditions. Price changes are not so radical in consequence. The re-opening of the United States market and the increased output mean that 1914 contracts can only be placed at an advance on present prices.

WAITING TO FLOOD MARKET?

Some hosiery men claim that the German mills are waiting to flood the U. S. market. While the sold-up condition may exist now, the output for 1914 will be increased to meet it, but it hardly seems likely that any German mills can handle sufficient quantities to create such conditions. European buyers are not finding Chemnitz mills eager for more business or that quantity offerings are going begging. Starting the new year and placing orders for 1914 will relieve the present situation. New bookings will be made on prevailing conditions, which indicate firmer prices as a consequence.

Canadian trade will be affected in several ways. The results of competition are not likely to reach this market. Tariff changes of any consequence are apt to force U. S. hosiery mills to increase their field. Both style influence and the success of their lines have been notable in increasing Canadian imports of U. S. hosiery this season. Silks, and silks and lisles have done well, which is proved by different showings. The condition may be the result of guar-



When buying Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works – Hinckley, England.

Ask Your Wholesaler for

"WESTFIELD" BRAND

SCOTCH-KNITTED

Woollen Vests



THE success of these Vests has been instantaneous, but is not to be wondered at in view of their extreme serviceability. They have been made expressly with a view to the rigor of our Winter and being of pure wool they are very warm without being heavy or cumbersome. These Vests are "par excellence" for FIT, STYLE and ELEGANCE.

These have now become a staple line, and no up-to-date store can afford to be without a stock.

SEWARD BROTHERS

251 ST. JAMES STREET - - - MONTREAL, QUE.

antee, advertising, style and demand for better grades. Value in specified numbers and the general growth of hosiery departments are also reasons.

From the merchant's viewpoint this means branded lines or fixed profit numbers. The same applies to domestic grades, which sell either through the jobber or direct. Defined advances are not so satisfactory for the jobber as the Chemnitz practice, which combines values to meet created conditions. Both U. S. and Canadian hosiery mills curtail the jobber's profit. Therefore, in cotton, fine lisles and several numbers of full fashioned hosiery, retailing at from 25c to 35c pair, German manufacturers will continue to compete. They will prepare for greater quantities of these qualities or submit grades to meet both advances in cost of manufacture and the competition of this market.

However, every advance in 1914 samples owing to sub-contract price advances, favors domestic lisles and cottons, where they compete. This is another reason why samples are late and prices are not confirmed for future placing. The market generally will be broadened for Canadian trade and merchants will have a larger scope because of values submitted.

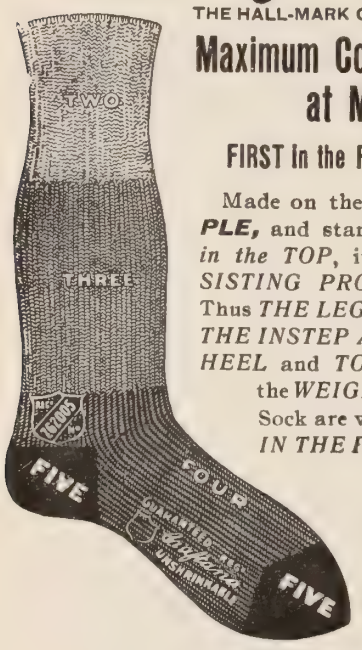
If the pressure of demand is increased, owing to tariff changes, there is every reason to expect firm quotations from that cause. While wholesale values and quantity orders have protected this season's samples to some extent, next year's values are sure to show the firmness of the market. Changes in values submitted to the trade for 1914 range, either for special selection or placing wholesale orders, will be more apparent than in 1913.

"Craftana."

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Problem of Adequate Profits

Knit goods departments limited to give the right profits same as any other sections — Merchants responsible in helping to foresee conditions — Departments losing money otherwise

ONE of the first principles of business and average is wrong, where merchants do not allow themselves the justice of sufficient profit on underwear and kindred lines on which the limit of cost is now too high. The increased costs of doing business necessitate larger advances, whether a nominal or a correct charge for overhead expenses is made against the department. Clever merchandising in any department should warrant at least 50 per cent. advance to give this average. Unless merchants are either educating their trade to this new standard or endeavoring to average sales on this basis, they are losing money both for themselves and their competitors. This extra amount, consumers must pay just as they pay for any other commodity which is governed by market conditions.

Each merchant is responsible and his ability as a buyer and salesman is evident in the confidence with which conditions are met. The problem is solved in other departments. The principle can be and is being applied to underwear, gloves, hosiery and numerous lines in which average merchandising values are not up to the desired limit. The result can be reached in a representative showing of men's, women's and children's knitted garments of all grades.

The success of each range of knitted goods to average 50 per cent. or more advance, is proportionate to the exclusiveness of the range or the merchant's control of the line. Trade conditions are being anticipated in the merchant's interest by the manufacturer. The attitude of some buyers that such an advance is too much, in view of prices in competing ranges, does not suggest the success which attends the policy. But in those instances where the correct profit limit is maintained, manufacturers and merchants keep in close touch with the trade by meeting prevailing conditions.

The different influences, such as increased cost of manufacture and distribution, indicate that the co-operation of the merchant is necessary just as much as good business demands increased profits. Getting the required advance depends on the knowledge of values and corresponding ranges in Canadian mills. It is part of the general demand for

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READY TO WEAR GARMENTS



The Buyer's Viewpoint

Simple dress models in the leading silks have a big advance sale. Popular priced corsets show little change. Women adhere to the natural straight line flexible figure. Buyers find junior dresses bring added business and new blouses fuller and made with shoulder and back yokes.

Suits Will Be Shown Unusually Early

The date of Easter is mainly responsible—Length of coats for staple suits have been defined as far as is possible—Straight line effects are being retained indefinitely.

WITH Easter Sunday the last but one in March, buyers are preparing to show suits early. As a matter of fact the big city stores even now are introducing Spring suits into their selling line. This is partly to have something new with which to interest their trade and also for the benefit of the growing number of women who want a Spring outfit early because they are intending spending the stormy months of late Winter and early Spring in Florida or California. In the larger centres this trade is becoming of sufficient importance to be specially catered for.

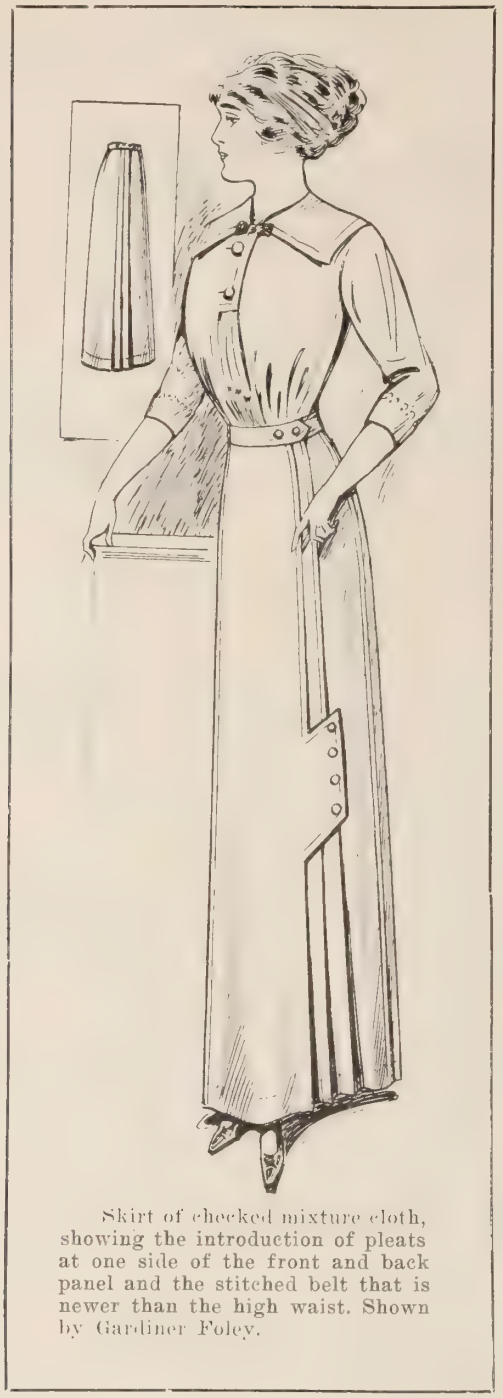
Manufacturers report active business at the present time in suits. Preference is given in popular-priced models to the plainer tailored styles, as the more ornate effects are apt to be decidedly freaky. The average length for the coat of this class of suit is 27 inches. Modified cut-aways are much in evidence but there is a fair showing of models with the straight-cut coat. Many suits that are cut on simple tailored lines are given a dressy effect that is quite distinctive by the use of novelty printed ratines in bright colors for collar facings. A suit of this class was of navy Bedford cord. The coat had no lapels and was buttoned diagonally across with bright red ball buttons of large size. The collar was of the new shape showing large points on the shoulders and straight and narrow across the back. It was of deep cream ratine with a coral-like all-over pattern in red and was edged with a galoon in red and tan colors. The coat was cut on simple straight lines and so was the four gored skirt.

Ratine plain and fancy and faille, moire, and brocade are all being used for collar facings, and many Spring suits have the collar and cuffs made of heavy lace. A piping of white cord silk or white pique simulating a vest is often used.

When more dressy suits are chosen, buyers will find considerable choice and will have to exercise their own judgment to a very considerable extent in selecting suits suitable to the needs and tastes of the clientele they cater for. Suits of this class do not follow so closely the 27 in. in length for the coat, the length showing depending largely upon the style chosen.

In this class are appearing a number of smart effects bordering very closely upon the costume idea. These are often made up in two different fabrics, or colors or in one color but in plain and fancy material. White serge and eponge and other wool novelties will be shown with the coat of navy, Copenhagen, or the new Balkan blue and the skirt of white or white colored stripe to match the coat.

Though the separate skirt still follows very closely the suit skirt, more interest is being taken in separate skirts, and indications are said to point to a more general wearing of the blouse and skirt. Manufacturers are watching this tendency closely and as the developments warrant, are preparing to add more dressy models. The main new feature at present is the finishing of the top of the skirt with stitched belts and half belts. Buckles are being used instead of buttons to give trimming variety.



Skirt of checked mixture cloth, showing the introduction of pleats at one side of the front and back panel and the stitched belt that is newer than the high waist. Shown by Gardiner Foley.

No Change in Corset Lines

Models with the large waist line, low bust and long skirt still the sellers—Corsetiers are following the natural figure lines.

CORSET styles for Spring selling show no change in the lines that sell at popular prices. The waist-line is large, and the bust cut medium low with the skirt very long, giving an almost curveless figure with straight hips and back. And popular-priced corsets are as soft and as flexible as is consistent with the materials that have to be used, to produce them at the prices required.

More than ever is the corset the foundation of the mode, and the fact that the style originators have found it impossible to lead women to adopt corset modifications leading away from the large-waisted slender-hipped figure has much to do with the shaping of the present modes, and for the turning of fashion to peasant and Oriental sources for inspiration.

More than ever is the natural figure followed by the Paris corsetieres who work in unison with the leading Parisian model houses, and who originate and are responsible for the corsets shaped so as to produce the lines of the fashionable figure. To-day it is the untrammeled figure and the perfect natural form that is aimed at and the fashionable woman as



Dress of linen, showing new Russian tunic in heavy embroidery. This dress shows the new tendency to Eastern fashions.

The visiting buyer should see our new things.

"Pullan Garment"

Situated in the heart of the wholesale district.

Made Since 1902

Exclusive Selling Agency Granted of the Pullan Garment Where We Are Not Already Represented.

A FEW SUITS THAT TELL THE STORY!



SUITS, COATS AND SKIRTS

We have secured the largest collection of cloths and the widest range of colors yet in our warehouse, and our preparations for Spring business are now made on a greater scale than ever, exceeding all our previous efforts.

M. PULLAN & SONS

An Exclusive Cloak, Suit and Skirt House.
Pullan Building, Bay and Wellington Sts., TORONTO.
Montreal Office, Lindsay Building.



From left to right.—1. Blouse of mauve and white ratine striped crepe with yoke revers and vest of white crepe over collar of pale blue. The buttons are put on with a cord with the buttons hanging. 2. Blouse of white crepe de chine with scarf of Nell rose silk crystal buttons to match. 3. Blouse of white voile, pleat of blue crepe, collar of crochet lace and pleated frill of shadow. Long yoke extending in cap fashion down sleeve, trimmed with crochet edge. Long sleeves with frill of shadow lace. 4. Waist of white voile embroidered in Chinese pattern. Odd shaped yoke front fastening and sleeve closing button-holed in scallops. Collar edged with flat Venise lace.

now corseted has all the ease of motion and the natural pose of the body undiminished.

To produce this natural effect knitted fabrics such as are used for the making of surgical bandages are being made use of by Parisian corsetieres, and tricot woven cloths are used in producing high-grade models. As few bones are used as is consistent with the task of supporting the figure and those used are as flexible as it is possible to make them.

A glance at the illustrations of any high-class fashion journal, particularly if the pictures are reproductions of photos, will show the low-cut of the fashionable corset and how absolutely natural are the lines of the figure above the waist. Compression comes only below and is applied in such a manner as is calculated to distribute the flesh and produce figure lines as nearly perfect as possible.

Laced-in-front models are being vastly improved and the features that hindered free selling eliminated. The many advantages of laced-in-front models are being better understood, and because they give such a beautiful back they are growing in favor, and therefore a greater number of merchants are finding it advisable to stock laced-in-front models.

Brassieres come in almost as many models as the corsets, and the proper attention must be paid in providing the customer with the right model and styles run from the plain and useful to covers ornate enough to take the place of the corset cover. Brassiere lines are so important that large stores carry them as a separate section.

Yokes Appear on the New Blouses

Blouses show more fullness—Now made to blouse over slightly—Lowering of waist line has influenced cut of blouse.

The lowering of the waist-line and the featuring again of Eastern styles is influencing the cut of the blouse. Waists are made with more fullness and also blouse slightly again over the waist-band. Yokes extend over the shoulders and often partly down the arm and form points to which the fullness is attached in the form of pleats, gathers or tucks.

Waists of crepe de chine, crepe meteor and soft satin, and in cotton fabrics, waists of voile or crepe are much trimmed with groups of small tucks at each side of the centre pleat.

Large round and flat Robespierre collars, having deep points on the shoulders and the soft roll effect, are appearing on models for the late Spring and early Summer. Pleated frills either on one or both sides of the pleat of shadow lace are seen on many waists.

Crepe and chiffon waists in shades matching the new Spring suits are to be largely featured. Waists of white brocade are very smart but are hardly practical enough to recommend themselves to the general trade. Dark colors in brocades, touched up into smartness by the use of brilliant trimming colors, are much favored. Many waists have vest effects and yokes and high collars of shadow nets are a very usual finish. Many silk waists have, in addition, some form of high turn-over collar. Very dressy

The "What's What" in Women's and Misses' Suits and Coats

Is portrayed in the Wilson-Waldman line to a degree attained only by the manner in which we keep closely in touch with the world of fashion.

Our first aim is to meet the rigid requirements of the public with values that are unequalled in the trade—values that give the merchant a good profit and satisfy his patrons

The W-W Spring 1913 range will interest you. Why not look it over.



The
Wilson-Waldman Costume Co.
58 FRONT STREET WEST, TORONTO

waists still have the long sleeve, but ¾ models are increasing in number.

Popular-priced lingeries are one of the big selling items at the January sales.

The New Season's Dresses

The line big with variety both in materials and styles—Simple tailored street dresses big sellers—Combination effect is strong

Judging from present sales the plain-tailored dress will be much in evidence in the coming Spring. Materials that lend themselves favorably to good tailoring are freely employed. Serge heads the list, but Bedford cords, eponges, popins and very fine chiffon panamas in plain cloths and mixtures and suitings in light-weight cloths are all employed. The cut is of the simplest but often there will be a little relief given by the use of a lace collar or when the collar is of silk or satin there is a finishing jabot of lace and net. Some dresses have the edges bound with braid.

Good orders are being placed for simple dresses made of linens, crashes, eponges, and other heavy cotton materials made up on the same simple lines.

For street wear a number of Russian blouse models are making their appearance. These dresses are a logical continuation of the two-piece vogue introduced by the wearing of Norfolk and Middy effects of last year. This year the models show a simple blouse belted in and finished with a peplum. Many of these models come in plain and striped materials the blouse being of the plain and the skirts of the stripe. Should models of this class be taken up they will doubtless be reproduced later in plain and striped novelty cotton fabrics.

The combination effect is strong in novelty dresses for afternoon and evening wear. Two-tone and double-faced soft satins are made up in envelope fashion with one-half of the skirt of one side and the other of the reverse. Both sides are variously combined in the waist to bring the whole into unison with the skirt.

Crepe weaves, particularly crepe de chine and crepe meteor, have been taken up by the houses making better grade dresses. Styles are so varied that pages of description might be written about them as each designer strives to give the models shown some individual touch. Sometimes the effect is gained by the arrangement of the scant drapery, or by the draping or position of a sash. Very clever belt arrangements are seen and a semblance of a bolero is given to the waists of some models. Vests of net or printed fabrics are used and lace and flat Robespierre collars are much in evidence. The new touch comes with brilliant-colored trimmings. Thus a dress of plain and brocaded taupe satin crepe had a high belt or girdle above which was placed a crescent-shaped piece of embroidery reaching from one underarm seam to the other. This was of yellow broadcloth embroidered and soutached in Russian green, coral pink and black in Bulgarian pattern.

Variety in Misses and Junior Lines

New belted models in plaid and plain and novelty fabrics used for misses' and junior wear—The featuring of junior styles will be found a help in ready-to-wear departments

A bigger variety of materials is being introduced into the lines of dresses put out by houses that specialize on dresses for misses' and junior wear. Serge is still the leading material for apart from its strong vogue, it is as a fabric perfectly suited and adapted for children's wear. Serges are being put out in a more numerous list of colorings and besides the universal navy, cadet, cardinal, tan and brown are being used. Fine tweeds, mixtures and striped worsteds are being shown in neat colorings and patterns for misses and junior wear.

Junior styles put out a season or so ago to take care of the needs of the girl who is small for her age and who requires a garment built on different lines from those for misses' wear, and in styles that are more youthful have made a great selling success. This is because they fill a want and help to increase the number of sales in the ready-to-wear department because girls who hitherto could not be properly fitted can now be cared for in the department. Therefore, more firms are putting out junior dresses and in consequence the merchant can put in a more attractive stock as he has a wider choice.

Mid-season novelties in dresses from 12 years up show more sailor effects than true sailor models. The straight line Russian dress is shown in combination plaid and plain effects and the Middy Norfolks have the element of novelty introduced in this manner. A very up-to-date model shows skirt of black and white shepherds' check with the Middy blouse made of scarlet flannel. The cuffs, belt and collar are of the black and white check used on the bias. Navy and red Shepherds' check is combined in a similar manner with navy serge, and navy and red check trimmings are used on many models. Both patent leather and belts of the fabric are much used.

For girls of smaller growth the majority of buyers prefer the pleated skirts to the new gored models.

A by-law is pending in Oshawa to grant a bonus of $1,000 to the Oriental Textile Co.

Patrician Garments

Look in when in the city

THOUSANDS of merchants visit Toronto annually in quest of styles. Are you one of them? It will pay you to make a special trip to our show-rooms to view the new Spring range now ready for inspection.

Patrician Suit and Coat Values

are well and favorably known throughout the trade. They embody not only cloth value, but style distinction as well. **We are showing some very rare specials which will interest every wide awake merchant. Don't miss seeing them early as our quantities are limited.**

Write or wire to-day for a sample of our $8.75 suit. Made in all-wool, guaranteed. Navy blue or black serges, plain tailored, lined with herronbone satin serge linings.

PATRICIAN CLOAK AND SUIT CO.

SAMUEL BUILDING

KING AND SPADINA, TORONTO



The Buyer's Viewpoint

A good season is promised in curtains. Venetians are strong in the better grades. Novelties in scrims are being introduced.

Latest Trend in Curtain Effects

New line of scrims with narrow border and lace insertion on the market—Venetians are strong in high class lines—Panel effect the latest word in lace curtains—Black backgrounds in drapery fabrics.

WHILE some houses claim that the sale of lace curtains has been falling off and may be expected to fall off during 1913 more than ever, owing to the rapidly increasing consumption of yard goods, other houses state that there is still a large field open for this style of window drapery. In the cheaper goods nothing seems to take the place of the Nottinghams. But even in these in some instances there is a tendency to go in for fish net styles rather more than for the Nottingham lace. In all, however, more up-to-date designs are being introduced and there is a growing tendency away from the old-fashioned floral effects.

A revival of the Nottingham is rather a new line of scrims. These are made with narrow border and a lace insertion. Owing to sizes being rather more suitable for the smaller windows which are now being built in houses and to prices ranging slightly higher than the Nottinghams, these are being more widely introduced than formerly.

Bungalow nets of fancy weaves and finished curtains in the same style of weaves will be strong in the more expensive lines.

In high-class lines perhaps, the newest curtains are the Venetians, sometimes known as the point de Venise. The very finest line of designs is shown in these. When made for drawing rooms the most delicate designs are used and filet laces employed extensively. In the very expensive curtains these are hand-made; in rather less expensive lines, however, the imitation laces are used and produce a very striking effect. These filet designs come in white only and chiefly in block designs. In small curtains made especially to order to fit the window and suit the room, the French panel curtains are coming more and more into demand. Sales of nets in the more expensive curtains are increasing rapidly and more especially in the hand-made and special designs. Where the filet laces are used much hand work is required to make the design absolutely accurate. This, of course, increases the price very greatly, but when once made a very endurable article is produced for, although the scrim may soon give way, the filet laces continue through a number of years and show very little sign of depreciation.

The panel effect is perhaps the latest word in lace curtains. Point Arab curtains are being shown in New York and also in Europe but as yet have not been introduced by Canadian firms. These are shown not in white but in ecru only.

In the imitation filet laces curtains are kept in stock, but in the real hand-made laces only samples are stocked as most of the business consists in special orders.

In the heavier, cheaper curtains, plain or hemstitched scrims are used extensively and to a great extent take the place of cheap colored scrims though these are still on the market and command large sales.

Judging from the European markets which show advanced styles for next Spring shadow cloth in drapery fabrics will be stronger than ever. Color will count for very much. Colors such as Etruscan gold and pastel shades, lavender, amethyst, turquoise, gobelin blues and gobelin greens or what are known as the art shades will be strong. Black back-

grounds are still coming forward but with shadow effects. This is rather a departure in curtains and presents a very striking and pleasing appearance.

For overcurtains and portieres, velvets in the art shades will be quite in vogue. The "tangerine" color, which much resembles the color of the tangerine orange, will be fairly strong. Duller shades of wall hangings and woodwork are very markedly brought out by the stronger shades in the curtains.

There is a growing tendency in the modern house to have the reception room much smaller and put special emphasis on the living room. For this, hand-block linens in large all-over floral effects, for example big rose patterns, and verdure patterns, are being used for slip curtains and the same thing also for window curtains. These can be relieved with upholstered pieces done in plain colors.

There is a rapidly increasing growth towards carrying out the same design throughout the room. Thus the curtains are worked in colors, also designs which will not only harmonize but also tend to bring out the effect of the rug, wall hangings and furnishings. Thus an absolutely correct room is produced when completed. To accomplish this, rugs and curtains alike often have to be made specially to order. But in higher class line of goods most of the work is done by hand, and thus patterns and colors desired are easily accomplished.

In most expensive curtains brocaded velvets are being shown both in Europe and New York. Damasks are also coming back again but are used only for the handsomer rooms.

—◎—

J. L. Ferrier, buyer and manager of the furniture and house-furnishings departments and F. L. Kickley, display manager for McKinnon's, Ltd., Weyburn, are on their semi-annual trip East. They are preparing for the February furniture sale and the Spring Openings. Mr. Kickley left for home on the 11th instant, and will visit Chicago on his way back, in the interests of his department.

Well Conducted Business

J. C. Ryan, who is a brother of G. B. Ryan of Guelph, has been in business in Owen Sound for upwards of twenty-nine years. Remarking upon the changes in buying methods, particularly in ready-to-wear garments, he recalls the time twenty years ago when, as one of a syndicate of nineteen buyers, ten thousand garments were purchased from a German manufacturer, the size of the order causing the latter considerable consternation. Five hundred of these garments were sold in the Owen Sound store. Since that time, ready-to-wear garment manufacture has been one of the notable developments in Canadian industry and there is none who appreciates the high standards which it represents more than Mr. Ryan.

He has no cavil with the large mail order house. The local merchant he claims can do much for his own cause by demonstrating to the customer that the home stores have a most practical claim on his or her consideration.

"If it is evident to me," said he, "that a lady has $35 to spend and that she is in doubt as to where she will spend it, I will prove to her that she can obtain a more satisfactory parcel for her money in Owen Sound than she can obtain through the mail order. Those concerns are not in business for the love of the thing."

The store has a well-equipped dressmaking department, which works in well with the large fabric section and also facilitates alterations on ready-to-wear garments. Here no charge is made for minor changes, while for those that require any considerable amount of work a charge is made as the only reasonable, businesslike way of safeguarding the profit.

Although the firm formerly featured remnants as a special event, they do this no longer preferring to sell the length from the department. By constant attention and skilful handling, accumulations are avoided, while to stickers drastic methods are applied.

TO THE TRADE

Oriental Rugs

Portraying the Splendor of Oriental Color Effects

This is the day of Oriental color effects – harmonious blendings of Eastern shades that are much admired and imitated, but never equalled. Real Oriental Rugs stand in a distinct class, and bring the best trade to the store displaying them. I have a very fine assortment of genuine Oriental Rugs for Spring.

Mail orders given my personal attention.

My stock consists of Real Smyrna, Persian, Caucassian, East Indian and Turkish Rugs. My selections are made from a knowledge of Canadian requirements resulting from an experience of sixteen years in Canada. My exceptional Eastern connection facilitates the best buying and enables me to offer the finest Oriental hand-loomed Rugs at the lowest wholesale prices.

LEVON BABAYAN IMPORTER AND MAN'F'R
77 BAY STREET, TORONTO

Constantinople Smyrna Tiflis London



DRESS GOODS and FABRICS

Cotton Goods Shown Early.

Color a feature in early cotton goods displays—Bulgarian colors and patterns the high novelty—Crepes, voiles and ratines in the lead—Jacquard fancies and eponges the novelty dress materials—Big novelty season anticipated in the silk section.

New York Shows Dress Cottons Early

Novelty cotton fabrics enter into competition with high-class silk and wool fabrics — Colored materials are being received with great favor owing possibly to the Balkan war influence — Velour raye will be used

THE early date at which the leading New York stores have shown the new cotton dress fabrics, and the many high-priced fancy materials displayed have caused much comment. Cotton materials, it would seem, are no longer to be relegated to the cheap and useful class above but are entering into competition with the finer fabrics made of silk and wool. At Wanamaker's the range of prices was from 15c up to $7.50 per yard, the leading prices being in the neighborhood of $2.00. Lord & Taylor and Stern Bros. are showing ratine suitings from $1.00 to $3.75 per yard.

Wanamaker's display was particularly interesting and the department was decorated to emphasize the occasion. The features of the display were the number of new ratine effects, the Jouy printings on sheer fabrics, and the great number of fancies in cotton crepes.

Ratines come this season more in novelties than in plain cloths, and many of the sheer materials are either bordered with or patterned with, ratine. White ratines are showing with small hand-printed floral patterns or with border effects in floral patterns or in filet net work.

Newer than ratine comes a novelty cloth known as velour raye. This cloth is given a velour effect by a raised rib stripe one-eighth inch wide of a pile character on a ground of sheer cotton net. These ribbed stripes are placed close together, giving the cloth the appearance of a pile fabric while the net ground gives it lightness.

COLORED MATERIALS COMING STRONG.

Judging from the materials shown, colored materials are coming strongly to the front, and for the high-class trade decidedly brilliant effects are planned. These are strictly in line with the Eastern tendency in present-day fashions. Bulgarian colors and patterns reminiscent of Eastern Europe were shown in wonderful color combinations. These came in medallion-like allovers or in borders with the outer edge in ratine embroidery. Plain voiles and crepes had wide borders in one or two-tone effects in bright Bulgarian colors.

Pompadour and Jouy printings on crepes and voiles were extensively shown with wide borders of ratine or filet mesh. A fabric that attracted much attention had a single conventional flower printed on it in repeated design. This was an adaptation from Paul Poiret's styles.

Ratine suitings were also shown in solid colors and in striped effects as it is expected that plain and striped materials will be very much used together—

the plain for the coat-waist and the striped for the skirt. Another material that also attracted attention was a line of fancy suitings in whipcord weave.

Dress Goods Season Early

Prices advancing and deliveries slow — Mills are filled up with orders and those who have placed orders early can count themselves fortunate — Some compensations in the situation

Easter comes early this year, and, therefore, the season will open early in the dress goods department, a condition that should result on this market in extra business in wool dress fabrics. Other conditions are by no means so favorable. For one thing, prices are advancing all along the line, and these advances are more particularly felt in the finer wools that are so much in demand now that the tendency towards the wearing of higher grade materials is becoming so widespread and general. But it is not alone the rapid rise in prices that is making trouble. All the Canadian mills, and the mills in the British and French and German manufacturing centres are filled up with orders months ahead. They are also behind in their deliveries and though the early orders have come to hand in fair shape, considerable anxiety is felt as to the date when repeats will come to hand. And this situation is further aggravated by congestion on the Canadian Railways on the long period required in transit after goods reach Canada. There is a possibility of a shortage from these causes in some lines of goods that may not, though aggravating, be altogether without its compensations in the way of cleaning out stock at a fairly reasonable figure that otherwise would remain on merchants' shelves, or which would call for considerable price sacrifice to move it out.

Merchants must also remember that all staple wool goods in stock are growing in value.

In spite of their long popularity, serges retain their place at the head of the selling procession and the man who has placed early orders has every reason to congratulate himself. Serges retain their place with the counter and the cutting-up trade and, notwithstanding the attempts to introduce poplins and panamas, the bulk of the selling is done on serges. The big use of this fabric places blue in first place, but there is an increasing tendency to call for this fabric in colors. White serge is slated for a big vogue as the trade has not taken kindly to the cords and Bedfords put out as a substitute. Pastel shades in fine serges, tans, novelty blues, ruby and red shades are all good with the cutting-up trade and serges in an extensive range of colors should sell well to the counter trade.

Warp ribs are in a leading position for popular priced selling, and the demand for better grade materials runs largely to Bedford cords. In the novelty class, eponges and sponge cloths have a safe position. This material comes in plain cloths and in many attractive fancies.

Spring Trend in Silk.

As the sea season opens up the main feature seems to be the broadness of the demand and the number of weaves and materials that are to be used. There seems to be no one leading material in almost exclusive use but the material that best suits the fancy of the customer or best accords with the style of garment required is the one sold. Crepes certainly head the list, and crepe de chine, crepe meteor and kindred weaves both plain and brocaded and, for the high class trade, in printed patterns, stand first in the list of novelty fabrics. Failles, Ottomans and diagonal and vertical cord weaves are all good, and brocade as applied to silk weaves covers a field wide enough to take in flowered patterns, jacquards in particularly neat effects, and two-tones in damask and Oriental designs such as the one on the January cover.

But no matter what the weave, the fabric must be of the softest and most clinging texture and, when fabrics are ribbed and ridged, they must be soft and souple.

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Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

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for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

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They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL SMIBERT & CO.,
Montreal and Toronto



MILLINERY

The Small Hat for Spring

Advices from Paris are to the effect that medium and small sizes will be strongly in favor for the Spring—Some of the latest shapes are unique—Brown shades will be much in evidence.

Paris Continues to Favor the Small Hat

New straws come in small and medium sized shapes — Peasant and soldier types of the Balkan States promise to serve as the keynote for further Oriental fashions — Early models of brocaded satin — Plush and tagel a new and smart combination — Brown shades very much en-evidence — Tete-de-negre taking the place of black

EVIDENTLY the smart and chic small and medium-sized hat is to predominate over the large and picturesque during the coming Spring season and, to go a little further, the larger hat that is always favored for Summer wear will not be so large as it has been in the past few seasons.

Paris has been favoring the small hat during the Winter and has been drawing largely on mannish sources for inspiration. Eastern models of the Hindu turban variety and Chinese coolie type have been well worn and now the various peasant and soldier types brought into prominence by the political war in the Balkans is serving as a keynote for further Eastern fashions. All of which means the continued reference to small and mannish headgear.

Brocaded velvet has been much used during the winter months by Parisian milliners and, now that a change of season no longer makes velvet permissible, the milliners are making use of satin brocade in its place. Every effort too is being used to displace the black and white combination and the first move in this direction is the substitution of tête de nègre, a very dark shade of brown, almost a rusty black, in the place of the true color.

EARLY STRAWS ARE SMALL.

The early straws shown so far are all in medium and small shapes and come in modified Derbys, toques, tams and hood and bonnet shapes. These new hats are mostly all crown, the brim as a rule being only narrow. Another tendency that is very pronounced is the dominance of the upturned brim. Brims turn or roll up at every variety of angle. Some brims are narrow in front and gradually become higher and wider to the back. Some turn up



Draped Malines turban banded with jet cabochons.



WE wish the Millinery Trade throughout Canada to take this intimation that our Spring 1913 stock of Millinery is now at its most complete stage and that it is up to our usual high standard in style and value. We extend an invitation to the Trade to call and see us when in the city and get acquainted with our 1913 range.

Openings March 3rd.



The D. McCall Company, Lta.
TORONTO
Winnipeg *Ottawa* *Montreal* *Quebec*
Vancouver

high on one side while they droop and then turn up with a narrow brim on the other side, and often the brims shoot off at the back, giving the now well-established long line. Many rolling sailor brims are seen and there are rolling brims pointed in one or more places that are highly attractive. Crowns are oval and round and many show a disposition to take on considerable altitude. Tagel is still the leading



New spring model showing rolling brim and tam crown of layers of net.

straw, and peanut, panama and leghorn are expected to figure prominently. Horsehair braids figure prominently and much Milan will be worn.

The combining of various straws is good and two colors in one straw are often seen, the crown being of one color and the brim of another. A straw and a material together is also good and a straw shape, faced with plush, satin or crepe de chine, or a satin shape with a tagel facing is also good. Plush, by the way, combined with straw, is a decidedly novel innovation. Tagel facings are also seen on hats of peanut, chip and other straws.

For the early season hat the question of trimmings is important and for these models ostrich fancies and feather fancies, combined with ribbons, are of first importance. Great use is made of narrow ribbons and the majority of them have picot, cat-stitch or other fancy edges.

"QUESTION MARK" EFFECT.

A new feather effect that is certain to be seen is the "question mark." This mount consists of ostrich, coque or paradise pressed into the above curling shape. Feathers of this class usually spring from a pleated ribbon base and the effect is both novel and striking. Another way in which feathers will be used is sticking straight out at the back and helping to give the much affected long line.

Fancy wings are used for shooting effects or are placed at either side of the hat, while various feather effects in tufts and military mounts for posing in the front or at the side come in interesting combinations.

Early hats show that the pressed shape will take precedence over the made hat. The only tendency in the opposite direction is the leaning towards Oriental fashions. These styles would bring to the fore soft drapery effects and jeweled and beaded ornaments.

Mindful of the interests of the trade, Paris is producing flower-trimmed millinery. But the flower-trimmed hat for the coming Spring promises to be a very simple affair, but whether small, medium or large flowers are used, there will be no profusion on one hat—just a trail or wreath or single large flower or stick-up. But what is lacking in quantity will be made up in quality. Panamas have had an extensive sale and the flower-trimmed panama is looked upon as a possibility in the coming season.

Every effort is being made to get away from the much used black and white combination and to substitute in its place colors that are rich and glowing.

Spring Millinery Indications

Latest advices from New York — Long line from front to back still noted — Many of best shapes made of two kinds of straw

New York, Jan. 13.

During the winter months, which have been good for millinery, all white hats and hats that are colored but buried under heaps of white fur or feathers, have been very good for evening and dress wear. For ordinary day time wear and tear, there have been more black hats than any other kind and far more close fitting hats than large ones. This will continue to be true of the Spring hat, whatever the Summer may bring forth, and, while for Winter wear the better trade has gotten away from the tam and draped hat as much as fashion will permit, yet for Spring the smart houses are showing tam of straw and the draped crown effects in soft straw braids.

The long line from front to back is still noted, even on small hats, and many crowns are low and rounded, so that in the small hats, flat bowl-like shapes are prominent, trimmed low most often.


1913
Spring Opening
Monday, 3rd March, and following days.
Inspection by the Trade cordially invited.
G. Goulding & Sons
Toronto
Montreal
230 McGill Street
Winnipeg
66 King Street

The idea of applying trimming directly in the front is very strong at present. There are jet and pearl spear and arrow effects, from which elongated tail feathers project and these are smart on turbans and on severe shapes, say of the walking hat variety.

It is too soon, of course, to say definitely what will or will not be worn, but the matters of color and shape may be regarded as fairly well established, and it also is quite certain that many of the best shapes are made of two kinds of straw, one for the facing, and one for the hat proper, although not infrequently the crown is fashioned of the same straw as the facing.



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Right here in the heart of the millinery district.
Be sure to come in—you'll save dollars.

CONTINENTAL MANUFACTURERS' SYNDICATE Limited

77 YORK ST., -:- -:- **TORONTO**

SPRING OPENING



MARCH 3rd

Millinery Accessories

Easter coming so early this season makes it imperative that millinery buying must be done correspondingly early to prepare for the Spring. Our range has never been as complete as it is now. We handle all the newest Flowers, Braids, Novelties, etc. We especially invite millinery buyers to call and see our range when in the city.

Elliott, Sherring & Co., Ltd.

MILLINERY IMPORTERS
OGILVIE BLDG., 37 Wellington St. W., Toronto



Fur Clearance Next on the Program

What reductions would be justified in view of conditions? — Comment on style trend — It is still too early to predict the probable styles for 1913

FUR clearance is next on the program for the furrier and merchant. The clearance may be decisive but the finding of the minimum reduction depends on conditions. Buyers have to interpret the coming demand and the likely prevailing styles for next season. Stocks are reduced with this in view so as to conserve the season's profits.

A traveler for a prominent fur house claims that furriers are more often inclined to insist on complete clearance so as to have the room and money. Market quotations and possible style demand is not used as a guide. There are reasons for this. Each season's merchandising requires something new. During past years, successful styles in furs have changed sufficiently to create business. Merchants consider this, although lines previously cleared were really good property. Usually clearance for the money involved is the better merchandising method. Value of skins is not reckoned or garments remodelled because the first reduction is the minor loss.

Lack of knowledge of comparative selling merit is often responsible for undue reductions. The selling sequence of the season's sales is a closer guide to intelligent clearance than any other method. Seasons are practically ended by the time new samples reach the trade so no comparison is to be had from that source.

FACING A FIRM MARKET.

At present, clearance sales face a firm or advance ing market. Styles may change in garments and matched sets or small furs but changes in the relative standing of the different furs is not foreseen in price quotations at present. The Canadian trade are buying Persian skins freely. Mink skins continue firm at $7 to $8.50 and cheaper supplies are hardly expected. Retail furriers count on another good season of ermines, moles and foxes. Red fox is $7 to $8.50 a pelt. Black is selling best of the foxes. Muskrat is in large supply according to reports from the St. Louis sales. Prices for the Canadian market are confirmed the same as last year. Current quotations from New York are 50c to 60c. Seal dyed muskrat is in demand with the better qualities being used. Racoon is $2.50 to $3.50; skunk at $3 to $3.50 and fresh skins wanted. Wolf, marmot and coney for matched sets and larger pieces are not expected to change in value to any extent. No real apprehension is felt that prices will be higher or abnormal, as soon as supplies are received. A large catch for November and December is reported and weather conditions have been favorable throughout the different sections.

The balance of the season selling can be finished with confidence. Holding any of the numerous furs as an investment is not necessary. Judging from the present quotations furriers can hardly lose anything provided their carried-over lines are plainer and more staple styles. Several furriers are cleaning out all double furred ruffs on the stole order. This is not a departure but a gradual development during the last two seasons.

In some quarters it is expected that flat throws in long-hair furs, especially in coneys, racoons and dyed sables, will offset the sale of animal styles. Animal styles in fox, wolf and Hudson sable in the flat throw and pillow muff will be plain. Double neck silk or satin face stoles in Alaska sable will be shown as staple. Imported marmots are favored in cravats throws and flat stoles. Muskrat, cravats throws, stoles and muffs in full-furred dark skins are selling and should continue to be more satisfactory. Hudson seal in both sets and coats is good for increased turn-

(Continued on page 43.)

DRESS ACCESSORIES

The Buyer's Viewpoint

Color replacing black and white in neckwear—Ecru and cream strong—Flat jabots, new Dutch and flat Robespierre effects the big sellers—Attractive washing line of neckwear put out—Embroideries sell well at the January sales—Paraguay and Teneriffe patterns shown in laces—Craqueles the novelty in nets.

Travelers Sending in Neckwear Orders

New Dutch and flat Robespierres the leading effects — Colors replacing black and white — Shadow laces are much used, particularly for jabots of extreme fluffiness — Big demand for dainty bows

TRAVELERS out on the road with the new lines of neckwear are finding the trade in a distinctly receptive mood. Neckwear has sold freely and stocks needed replenishing, and, moreover, while the new designs are on the Robespierre and Directoire order, there is a becomingness and freshness about them that means good sales.

The fact that color is so largely replacing black and white and that colored cotton fabrics are turned to such good advantage is responsible for much of the success of the new line. Moreover, cotton goods are comparatively inexpensive and therefore attractive articles can be sold at popular prices with good profit. Ratines, crepe cloths and soft-finished piques in plain and fancy materials are much used and the leading clors are tan, blue, pink and mauve. There is much combining of plain and striped materials and the reversible nature of many of the pieces is another attraction. This should form a good talking point in making sales as it is practically a two in one idea.

Shadow laces are much used and so are fine soft-finished nets. Flat Venise, almost as softly-finished as the shadows, brings out the sheer quality of the lighter laces. Malines and fine Vals are much used to give variety. Covered buttons, crystal buttons, tiny jet buttons and rhinestone studs add points of high light. The new Dutch collar and the flat Directoire are the leading effects. The Dutch collar lies flat but does not meet by a couple of inches or so in front, and this gives this collar effect a totally new line. The opening is filled in by a wide jabot. The flat Directoire is so cut that it is high at the back but the collar folds over and comes down flat in front leaving a more or less open V in front. The finishes are various and come in revers or pleated ends of net and lace. Flat jabots are the novelty and come in heart-shaped and other effects and are made of material and lace, tucked net and lace in big variety.

The other extreme is the very fluffy jabot. These are in nets and shadow laces and are much pleated and frilled. Jabots are very large and many come from one shoulder to the other.

The demand for dainty bows is endless and the advent of brighter colors is giving designers a wide scope. If the bow is of black velvet made flowers in brilliant shades form the centre or are attached to a



Dutch collar and wide jabot of fine net and shadow lace.

BUYERS!

Visit Our Showrooms when in the City.
SPRING OPENING—MARCH 3rd

Our stock is most complete and it will pay you to inspect our lines of

VENISE ALLOVERS,
VENISE LACES,
VENISE COLLARS,
ORIENTAL ALLOVERS,
ORIENTAL LACES,
FLOUNCINGS,
VEILINGS,
MALINES,
CHIFFONS,
SCARFS.

Our salesmen are now out with these lines to show busy buyers who will not have time to visit the opening. If you should miss them, write us and we will send you a good selection for your approval *express prepaid*.

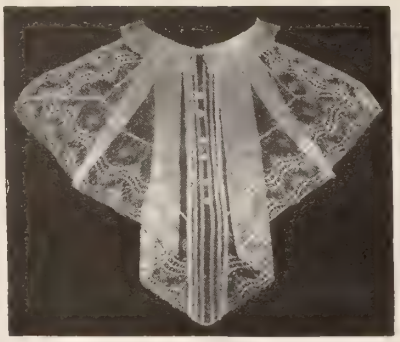
We Stock the above lines for immediate delivery

Novelty Import Co.

76 BAY ST. -:- TORONTO
Vancouver Montreal Winnipeg

fringe of tab ends. Pleated lace is much used with bright-colored satins and brilliant-colored ribbon velvet in forming bows.

A new style of collar has wide points on the shoulder and is cut so that it rolls rather than lies flat on the neck. Collars of this class are developed in ecru



Flat jabot of shadow lace and net, showing the extreme width that is now a fashion feature.

net and shadow lace finished with revers of brilliant colored satin and studded with rhinestone buttons. Ecru and cream are very strong. Designers are busy with lines of ruffs for Easter trade.

Veils Will be Prominent

Smaller hats will bring big demand for veilings — Smaller meshes will be favored — Invisible meshes of dainty pattern are being shown

There is no doubt about the fact that the smart hat for the coming season will be small or of medium size and this fact immediately brings the veil into prominence. Indeed, with the small hat and the present loose fluffy style of dressing the hair, a veil is necessary to secure neatness and trimness. And particularly when the small hat is worn the veil becomes a valuable adjunct in heightening the beauty of the complexion or in concealing defects. In short, the veil supplies the place of the becoming shadow cast by the large picture hat.

This means also that there will be a return to smaller meshes and neater patterns though the large designs will still be good sellers.

Black and white novelties will be in extreme vogue and next to black and white will come the all white veil. So far there is little favor accorded to colors though there is a possibility that high colors may appear later.

There is a splendid selection of novelty meshes offered and the most pleasing come in almost invisible meshes with dainty patterns and designs. Small allover patterns on simple mesh grounds are good and many of these are emphasized by small chenille dots.

Craquele meshes are shown in great variety and both the plain mesh and the craquele ground with floral patterns. Hexagon meshes are another popular line.

Shetlands are selling freely as they come in the soft silky finish so highly regarded at the preesnt time and are selling in the following order, white, black and white, and black.

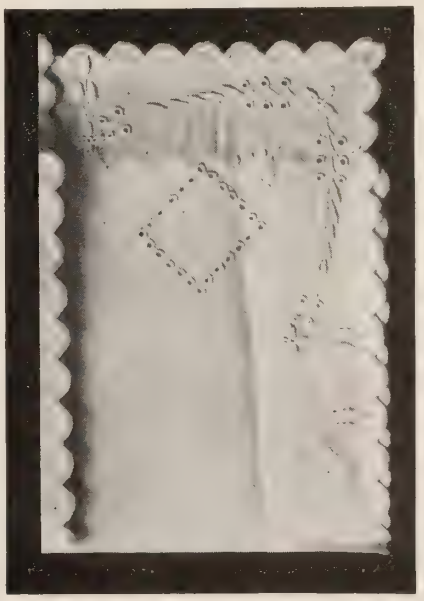
Soft Laces Have the Call

Paraguay and craquele the leading novelties — Shadows promise to have a big sale — Wide flowers are being used for drapery and tunic effects

The outlook is decidedly promising for the lace department as fashions indicate that lace will be extensively used on the majority of dressy costumes and for accessories. As in every line this year, variety rules and fashion is by no means confining her attention to just one variety or kind. A very wide distribution of shadow laces is certain. Wide flounces are being used for drapery and tunic purposes, and all-over for yokes and vests.

Bands of varying widths are wanted for trimming lingerie and Summer gowns.

The fashion tendency is in favor of light laces in shadowy, cobweby effects as these laces drape and



Scalloped edged and Madiera embroidered table napkin to match 5 o'clock tea cloths. Shown by R. H. Cosbie.

Embroideries That Sell
Laces of Distinction

Our line is full of attractive values for January sales and for the Spring trade. It consists of

Waist Patterns
Corset Covers
Dress Patterns
Laces of all Kinds
Exquisite Embroideries
And Neckwear

Including Lace Collars for 1913, Plaitings, Jabots, Yokes and Ruchings, etc.

Our values are of especial interest to manufacturers and retailers. We have the best values in Canada.

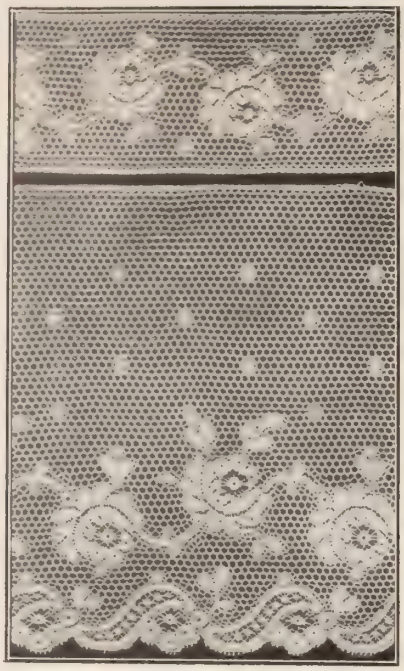
INVITATION TO MILLINERS.

Millinery buyers will find our range particularly interesting, both from the point of style and value. We especially invite milliners to call and see us when in the city.

L. C. LeVoi Company, Limited

32 King Street West, Toronto

SOLE SELLING AGENTS FOR THE DOMINION FOR
SPITZER BROS. & CO., LIMITED,
NOTTINGHAM, CALAIS, PLAUEN, ST. GALL AND BARMEN.



Band and edging of Valenciennes lace. Shown by Thompson Lace & Veiling Co.

fall just as softly as the clinging fabrics now in vogue. And this tendency is having its influence upon the heavier laces produced for Spring selling for a finish is given them that makes them soft and clinging, and it is the lighter effects in these laces that are selling.

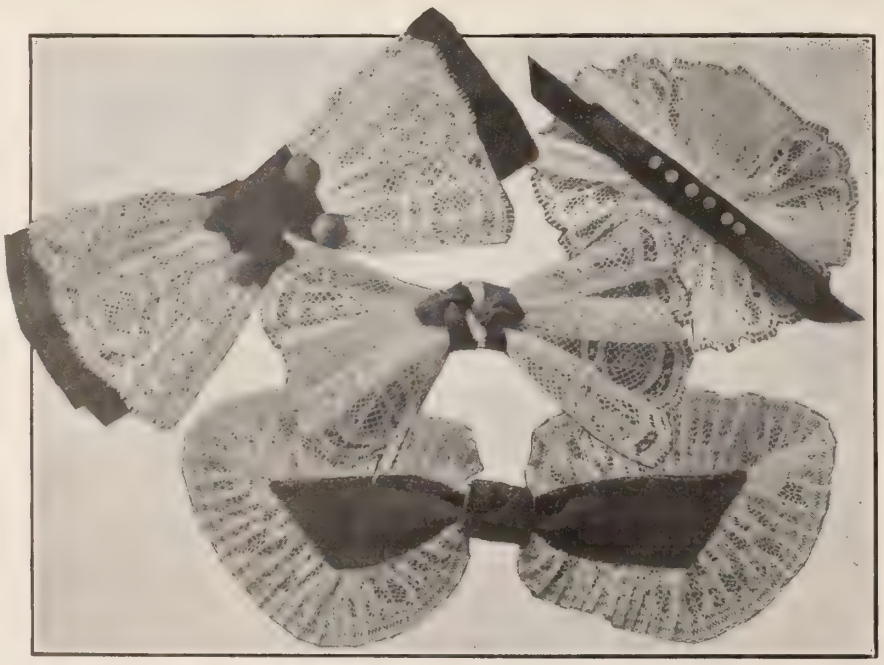
At the present time shadows occupy the spotlight and their vogue will be strong all through the coming Spring and Summer. They have, however, come down from their novelty position. In novelty lines, first place must be given to Teneriffe and Paraguay effects. These are spider-web-like motifs that fit in well with present fashions. Net ground laces are coming strongly to the front and the novelty here comes in craquele effects. Showing how the embroidery idea is coming to the front, some of the new laces have eyelet or Madeira motifs combined with the pattern of the lace. Combination effects are strong and many motifs are combined in one pattern. Filet and Bohemian are generally present. Filet bands are also showing and buyers are favoring them to some extent.

Three-Row Embroideries the Novelty in Gloves

White is more than holding its own in the glove department in both wrist length and in 16-button gloves. In wrist length gloves, tans, greys and blacks are selling, and white as the big seller, and the above colors with the addition of taupe as a novelty shade are the glove colors indicated for Spring and Easter selling.

The new season novelty consists in the revival of three-row embroidery. White on white, and black on white, will come first. White on grey, and black on tan, will also be included and tan, black and grey will be shown with self embroidery.

In silk, lisle and cotton gloves the demand will come in 16-button gloves. This is because the ¾-sleeve is certain to be almost universally worn when the warmer weather arrives.



Lace bows with trimming touches of color in the shape of velvet and satin ribbons, rhinestone studs, etc. Shown by Sandersons, Ltd.

Visit Our Showrooms

WE extend an invitation to the Millinery and Fancy Goods Buyers to visit our showrooms when in the city. Our Spring 1913 range will prove exceptionally interesting and profitable, and consists of:

LACES—Shadows, Valenciennes, Cluny, etc.
VEILINGS—Individual, Shetland, Fancy.
ALLOVERS—Silk and Cotton.

Also Dress Trimmings, Embroideries, Lace Collars, etc., Chiffons, Auto and Fancy Scarves.

The Thompson Lace & Veiling Co. Limited

76 Wellington Street West - - - - Toronto



Barry's Ribbons



We have RIBBONS of every shade, width and quality—and at right prices.

Are you getting the profits that you should from your RIBBON Department? If not—Write to us.

No matter where you are, our *Mail Order Department* will give you prompt and efficient service.



Walter H. Barry & CO.
MONTREAL, P.Q.

Sterling

"Conforming to the highest standard."

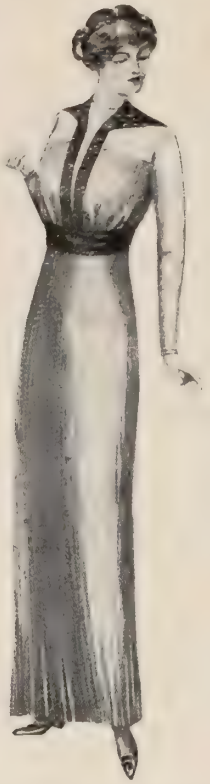
Spring Openings March 3rd

But we are showing all of our new Spring lines now.

The Sterling Spring line consists of a most comprehensive showing of the newest in Novelty Laces, specially selected Embroideries, exquisite Easter Neckwear, Veilings of all kinds, fine Handkerchiefs and Dress Trimmings, etc.—a showing we are justly proud of and particularly anxious to have every buyer in the country to inspect at an early date. When on your millinery buying trip, call on us and we will be pleased to show you our entire range.

The Sterling Lace and Novelty Company

80-82 Wellington Street West
TORONTO



Accordion and Knife Plaiting.

Hemstitching

on Table-linens, Sheets, Pillow Cases, Veils, etc.

Covered Buttons

Made from your own material in Plain, Oval, Combination and Bone Rim styles.

Write for our catalogue and sample card with special discounts to the trade.

All work returned completed within 24 hours.

Toronto Dress Plaiting Co.
600 Yonge St. Toronto

"P.C." CORSETS

Advertise Themselves

The womanly tendency is to tell her friends when she is particularly delighted with anything.

This simple fact explains the popularity of P.C. Corsets. Every women who wears these corsets is an advocate of P.C. comfort and style.

P.C. conforms to the latest vogue and meets every requirement of the fair sex. They please the most discriminating.



Parisian Corset Manufacturing Co., Limited
QUEBEC

Ontario Branch—126 Wellington St. West, Toronto

Problem of Adequate Profits

(Continued from page 18.)

higher class garments. Values are worth the prices asked, if the merchant has the correct lines and marks the advances on a proportionate selling basis.

Limiting the price paid, advancing those cheaper numbers, which are considered necessary to right retailing prices and refusing to sell those values which do not meet this requirement will solve part of the problem. If average quantities sold are depended on to average the required advance, quantity orders are changed. Customers are given to understand that, if prices seem high, there is no option but to pay just the same as merchants have to pay the cost prices demanded.

The arguments are all in the merchant's favor. Except for a few leading numbers, customers are not familiar enough with values to question the prices. Merchants do not need to appear arbitrary any more than manufacturers wish to coerce merchants to sell on a stated or agreed basis. The general interest of the trade at large is aimed at. Retailers are abiding with just such conditions as are good business in their own interests.

Fur Clearance Next on the Program

(Continued from page 35.)

over next season. The sale of mole in wide throws and pillow muffs has a resultant good feeling for next year.

Some of the clearing quotations are more marked than warranted. Mink and Persian lamb should clean up without more than 20 per cent. reduction on the original selling price.

In the coat department the policy of stock reduction is more decisive. Long plain coats show no sign of going out of favor and are still selling well. It is early to define the trend of fashion so early in 1913. In mink, lamb, Canadian rat, Hudson seal and novelty creations any style changes are likely to be in outline and lengths. Good broadcloth shells with sable or mink collars and rat linings will comprise the demand in smaller localities. However, the designs of fur coats for next Winter are not sufficiently confirmed on this market to make authentic information. They will be included in new samples ready during the month.

The determination to reduce the stock of furs designed for this Winter may be stated to be 20 per cent. to 40 per cent. reductions. After the experience of the season is reviewed, reductions are usually more pronounced than were necessary. Merchants with a grasp on selling conditions and selling sequence of stock assortments left will depend on salesmanship rather than price to effect the season's final clearance.



ON TOP

Belzer, Forster & Co.

ST. GALL, SWITZERLAND

For Flawless Embroideries at Lowest Stitch-rate Prices

Wholesale Houses and Manufacturers should see the Complete Collection and **compare Prices** and **Values**

Every yard of goods Embroidered and finished in our own factories, on the new long Automatic Machines. Perfect workmanship and uniform quality ensured.

See the new Voile Frontings and Flouncings

AGENT FOR THE DOMINION

E. W. UNWIN, McKinnon Building, Toronto

Main 3071

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

MATCH ALL STANDARD LINES TO COLOR CARD.

For the benefit of the merchant. Louis Roessel & Co. are putting out a color card showing a complete range of the novelty and staple colors for Spring, 1913, sufficiently wide to embrace all the colors necessary to carry in the majority of silk departments. Color from now on promises to play a much more important part than in the past few seasons. Therefore it becomes increasingly important for buyers to see that the fabrics they carry will match up in point of color.

In this connection Louis Roessel & Co. wish to point out that they carry a complete range of the colors listed on their card in all fabrics, weaves and qualities. This is important to buyers as they can therefore rely upon the different qualities and weaves bought from this firm, being a perfect match for each other.

NEW BUILDING FOR ROBT. RYAN COMPANY.

In order to cope with the rapid increase in their business the Robert Ryan Co., Registered, manufacturers of the "Ryan Guaranteed Gloves," have purchased a large brick building near their present factory in Three Rivers, Quebec, and are also erecting a new building on an adjoining lot. The new structure which will be of brick and concrete will occupy a space 200 by 48 feet and will consist of three stories and basement. It will be of the very latest design and will be fitted with the newest machines that the science of glove making has produced. These additional buildings will give the company about four times their present capacity. It is expected they will be ready early in the spring.

CLUETT PEABODY STYLE BOOK.

Cluett Peabody & Co., Montreal, have mailed the trade a highly colored, illustrated style book of collars, cuffs and shirts. The catalogue contains a full range of Arrow-Notch collars in prevailing styles, smart negligee neckwear and a full assortment of Monarch and Arrow shirts made by this firm and carried in Canada. Factories and representative offices are shown. Several cuts of suggestive and effective unit trims of "Arrow" dress, colored and negligee shirts and accessories complete this interesting booklet. Full descriptions and concise instructions are given for ordering.

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Talk to the Man

who has the final say about what goods come into the store through the columns of "The Review."

He reads it because it pays him. Why not tell him why he should buy your product?

MEN'S WEAR SECTION

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Review's Information Bureau

Advertising the January Clearance Sale

Clothing for Men and Boys


Success
COLLARS
MADE IN CANADA
COLLARS
Here is the Success "Strathcona"—a good comfortable Double-band collar—well made and well finished.
This is the big steady seller—It is the popular line. Made to retail at 2 for 25c.
Ask your Wholesaler to show you the complete Success line.
The Canadian Converters Co., Limited
Montreal
2

Cost or Selling Price?

A Dry Goods Merchant writes:
"Would it be advantageous for a merchant in taking an inventory, to have a knowledge of the total selling price of the merchandise which is on hand, as well as the cost?"

This is a question which will be of deep interest to every retail Dry Goods Man at the present time. There are many points in connection with this problem which are worthy of close consideration.

What is your opinion?

For the best practical replies to this question The Review will pay from $2 to $5 each.

All replies must be in by Feb. 8th. Address Editor Dry Goods Review, 143 University Avenue, Toronto.

Modern Store's Aggressive Policy

Quality is the main plank in the buying policy of A. M. Laidlaw, Peterborough —Publicity campaign is conducted on progressive lines—Store is well equipped in every respect.

QUALITY is the main plank in the buying platform of A. M. Laidlaw, men's furnisher, of Peterborough, Ontario. The buying end of the business is governed on that basis, every effort being made to stock up in the best lines. Quality of material, workmanship, pattern and finish is the first consideration. It has been found that it is always possible to secure the extra price when extra quality is offered. That the intelligent buyer regards price as a secondary consideration when it is possible to buy satisfaction, has been the experience of the firm.



A typical advertisement of this store.

The Laidlaw store is one of the smartest men's wear establishments in Eastern Ontario. As will be seen from the accompanying illustrations, the store is well laid out and fitted with the latest interior fixtures. A modern front has been installed with two display windows of good size. In point of equipment, the store is most complete. There are alteration and fitting rooms at rear. A first class lighting system has been installed.

THE INTERIOR LAY-OUT.

The wardrobe system has been followed throughout the store, the fixtures being finished in quarter-cut oak.

The furnishings department is also finished in oak to harmonize. In this department are four six-foot silent salesmen and oak display tables. An effort is made to change the goods on display in the showcases very often, newly arrived stock being used largely for this purpose . The system has been found a great help to the salesmen in introducing new lines of merchandise. Goods show to such advantage that customers entering the store invariably study the stock thus displayed. Interest is thus aroused in new goods and novelties. The salesman has little difficulty in making sales in lines which have been displayed in this manner.

THE FIRM'S PUBLICITY POLICY.

Mr. Laidlaw carries on an aggressive publicity campaign. Space is used in the daily newspapers for snappy announcements. A sample of the advertising copy is reproduced herewith. The copy is changed daily and one of the first rules observed is that each issue must contain a definite announcement of some kind. Thus the copy is pointed and effective.

Good use also is made of the store windows. Fred C. Petrie does the window trimming; which is tantamount to saying that the displays shown rank among the best in the country. Mr. Petrie has a well-deserved reputation as a window trimmer and the accompanying illustration showing two recent displays is perhaps the best testimony to this fact which could be secured.

A novel method of display is followed in this store during the evenings. It was considered that the door, being of glass, provided show space too good to be neglected at times when the door itself was not being used. Accordingly, when the store is ready to be closed, a figure is placed behind the glass in the door, where it remains all evening. In the accompanying illustration, the figure shown is in full dress.



A. M. Laidlaw, one of the most aggressive of men's furnishers.



An interior view of the store of A. M. Laidlaw, Peterborough.



An exterior view of the store of A. M. Laidlaw, showing window trims by Fred Petrie.

ABOUT THE PROPRIETOR.

Andrew M. Laidlaw has been in the men's furnishing business in Peterborough for a number of years. Previous to that, he was a customs tailor, enjoying an exclusive patronage. He became con-



vinced, however, that the ready for service and special order business presented a better field and he started in that branch of trade. The policy he adopted at the outset of carrying one line of clothing and one only has been adhered to ever since.

Parcels Post Inaugurated

Washington, Wednesday, Jan. 1, 1913.—As the clocks ticked off the first second of 1913, Postmaster-General Hitchcock inaugurated a new era in the American postal service by depositing in the Washington post-office the first package to be entrusted to the domestic parcels post service. The strokes of the last hour of 1912 were dying away when the Postmaster-General stepped up to the window under the newly painted inscription "Parcels Post Packages" and handed in the official "first package." At the same moment the parcels post service was opened for business in every post-office in the United States.

Postmaster-General Hitchcock's package contained a silver loving cup enclosed in a stout box. The package was addressed to E. M. Morgan, postmaster of the city of New York, and after it has made its journey to New York it will be sent back to Washington to be engraved and preserved in the National Museum to commemorate the inauguration of the parcels post service.

Cutaways and Wings favored

The close-fitting double band linen collar which has been worn so extensively now for some time is finally giving place to a very great extent to the cutaway double band and to the wing collar. While this is true in a great many cases, the demand for close-fitting collars still continues heavy. Amongst younger men for every day wear, they are still worn very extensively although now the cutaway collar is creating great demand for itself and is tending to displace the close-fitting. For every day wear, however, to business, college, etc., both will continue very strong for another season.

For dress, the wing collar is commanding great sales and is coming to be worn almost exclusively. While in many cases the rounded wing is in greatest demand, many inquiries are also made for the square pointed wing. In both cases wings are small and present a very neat attractive appearance. The width of the opening varies slightly but in no case does it attain the great width reached a couple of years ago when wing collars with large wings were worn.

In waterproof collars little or no change has taken place. Manufacturers still continue to make the same styles and retailers stock the same lines from season to season.

Want More Protection

Ottawa, Ont.—A number of woollen manufacturers from Quebec and Ontario have been in the capital for the past few days, impressing upon the Government the need of greater protection for the woollen, flannel and clothing manufacturers of Canada. They are also taking the precaution of entering an early protest against any proposal to increase the British preference. It will be remembered that ever since the British preference was established, cutting down by one-third the protection of thirty per cent. previously enjoyed by the woollen men against British competition, they have been protesting that they are not getting fair treatment as compared with other manufacturing industries.

Quebec, Que.—Ganache & Bilodeau have started in the millinery business.

Toronto, Ont.—The store of Mrs. White, milliner, has been damaged by fire.

T. B. Ramsay, who for the past year and a half has been with John Northway & Son, Ltd., in their wholesale department, is now starting into business for himself. Early in January he will open up his stand at the corner of College and Dovercourt Road, Toronto, and will carry a full line of gents' furnishings.

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

EDITOR Dry Goods Review.—I have been looking through your last number to see if I could find anyone advertising extra large size men's workshirts, as we have some extra large size men here.

We have been buying from a firm but they do not intend to continue manufacturing shirts. If you know a good firm will be pleased to have you inform me.

We can get more than we want of average size workshirts but want to get a line not only marked larger in the neck but made with larger body and longer sleeves.

Deacon Shirt Co., Belleville, or Dalton Manufacturing Co., and Standard Shirt Manufacturing Co., c|o Canadian Converters, Ltd., Montreal, and all jobbers can supply large or outside sizes. A. R. Clarke & Co., Toronto, Toronto Shirt and Overall Co., Toronto, also make heavy shirts and can fill your orders. W. H. Storey, of Acton, make a specialty of large sizes.

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Editor Dry Goods Review.—Let us know where we can buy Indian grass novelties.

C. N. Saba & Co., Ltd., 305 Yonge Street, Toronto, and J. B. Laliberte, Quebec, handle these novelties. Try Holt, Renfrew Co., Ltd., Quebec, direct.

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Editor Dry Goods Review.—Please tell me where I can buy buttonhole gimp.

Corticelli Belding Paul Co. and Greeff Bredt Co., Toronto, can supply you.

* * *

Editor Dry Goods Review.—Kindly advise by return where Brotherhood Overalls are made.

All manufacturers make "brotherhood" or union-made overalls:—The Peabody Co., Ltd., Walkerville; Carhartt-Hamilton, Ltd., Toronto; T. H. Dunn, Queen Street, Toronto.

The original branded line "brotherhood" overalls is made by H. S. Peters, Welland.

Editor Dry Goods Review.—Can you tell me where to get a trade paper on carpet trade and instructions for carpet sewing for clerks in carpet department?

The Upholsterer, 1 East 28th Street, corner Fifth Avenue, New York, deals with draperies and home-furnishings. The Singer Manufacturing Co., New York, issue full instructions for carpet sewing with their track carpet machine.

* * *

Editor Dry Goods Review.—Put us in touch with concern making women's chamois vests.

The Ottawa Truss Co., Ottawa, make chamois vests.

* * *

Editor Dry Goods Review.—Where can we buy those helmet reflectors described in the article on window lighting a few months ago.

Curtis Leger Fixture Co., 222 West Jackson Boulevard, Chicago, will be pleased to send information about "scoop" and helmet reflectors for window lighting.

* * *

Editor Dry Goods Review.—Tell us where we can buy accessories for repairing umbrellas and sunshades and where to get the required tools.

Bailey, Dixon & Co., Ltd., Toronto; Irving Umbrella Co., Ltd., Toronto; Eclipse Umbrella Co., Montreal; Brophy Umbrella Co.

* * *

Editor Dry Goods Review.—Can you give us address of firm from whom we could obtain, at any time, set of patterns of the latest and best designs and shapes for men's overcoats and ladies' coats, ulsters, etc.?

Would require not only sketches, but patterns marked on the seams, and how made up in the inlets, seyes, sleeves and all particulars.

John J. Mitchell, 41 West 25th Street, New York; Kroonburg Sartorial Publishing Co., 1183 Broadway, New York; American Gentleman, 222-26 West 39th Street, New York.

Hints on the January Clearance Sale

Special effort should be made to stimulate trade and clear out accumulations of odd lines—Methods which can be employed with profit — Some suggestions for sale cards.

JANUARY is a month of special sales. This rule holds good in practically all varieties of stores for the very good reason that the month is such a dull one from the standpoint of trade that the merchant is compelled from motives of self-defence to "start something." About the only way to keep business moving is to hold a sale and knock down prices a little.

There is still another reason behind the January sale idea, however. Sales follow the making of the annual inventory as a natural sequence. Some dealers reverse the order, believing that it saves time and trouble to clear out the accumulated odds and ends before attempting to take stock. The advantage of the after-inventory sale, however, lies in the fact that it can be made more thorough and systematic. Until he knows just exactly what he has on hand, the merchant cannot decide how much of it must be cleared out and what prices can reasonably be fixed. He requires the complete information which can be secured only by stock-taking.

The idea of the after-inventory sale is patent to all. No matter how well the business may be managed and how carefully the stock is weeded out, there is bound to be an accumulation of odd lines on slightly damaged goods each year. Stock of this description should be cleared out for two excellent reasons. In the first place, if the shop-worn articles are kept, they become harder to sell all the time and eventually become quite unsalable and worthless. In the second place, they occupy valuable space which could be better employed and the general appearance of the store is thus detracted from.

After his inventory is completed, the merchant knows exactly how much of this class of stock he has on hand and, if he is wise, he loses no time in clearing it out. January is the logical time for this stock clearance.

From the standpoint of the men's furnisher, January is a particularly suitable time. It is just about the last chance to sell mufflers, winter gloves and similar cold weather goods to men. If much stock is carried over from January in such lines, the chances are that quite an assortment of stock will be left in the store when demand has ceased entirely.

The object of this article is not so much to prove that January sales should be conducted, however, as



Suggestion for card to be used during clearance sale.



Suggestion for clearance sale card.

An endless chain

of More Business



Pen-Angle Closed-Crotch Combination Suits displayed in your windows will mean **an endless chain of MORE BUSINESS.** Perfect-fitting and comfortable (in crotch and seat.) No **other** line of Underwear your store can carry will **take so well,** and you can be sure that **every** sale will be followed by **another.** And every **new** customer is another link added to your **endless chain of more business.**

Is your Pen-Angle stock ready? If not—order NOW.

PENMANS LIMITED

PARIS, CANADA

Underwear—Hosiery—Sweaters

Pen-Angle UNDERWEAR

We are the largest manufacturers of fancy knit goods in the world. :: :: ::

"Monarch



B-44

B-44—Made in Jumbo stitch, extra good quality.



B-40

B-40—Boy's Coat—equipped with the famous tri-collar.



M-40

M-40—This coat is equipped with the famous tri-collar suitable to all kinds of weather.

Monarch Knitting

Head Office - - - - DUNNVILLE, ONT.

-Knit"

"MONARCH-KNIT" is the standard for style, quality and workmanship. ::



M-53

M-53—Shaker Coat, strictly full fashioned throughout. This also makes a very stylish and serviceable Ladies' Sweater Coat.

We are pleased to take this opportunity to thank you for your valued business placed with us in the past, and also wish to announce that our range of Knit Goods for 1913 is complete and consists of many new features which are sure to interest every merchant in Canada. We would appreciate it if you would kindly hold your order until you have looked through our range.



M-92

M-92—Made in Jumbo stitch. This class of coat will be very popular for the coming season,

Company, Limited

Factories at: DUNNVILLE, ST. CATHARINES, ST. THOMAS, BUFFALO.

to deal with methods of carrying on sales. This can best be done, perhaps, by describing the methods of a Western men's furnisher who has made the January sale one of his most profitable yearly undertakings. His profit is a tangible one, based on sales made; he does not have to figure on the improvement to his stock to find where the benefit comes in.

His first step is to sort over the stock and select the goods which must be cleared out. This is all put to one side and ticketed. Prices are shaded, though the reductions offered are never large. Experience in this case has proven that it is possible to arouse an interest in a January clearance of men's wear without the inducement of sweeping reductions.

Care is taken to keep the goods on sale absolutely distinct from the rest of the stock. Window displays are arranged, some of the most attractive articles being selected. The stock is shown in the store on tables placed at the front where the goods can be seen. Sale lines are kept thus distinct for the purpose of impressing clearly on the minds of customers that this is a special effort and that the values offered are special. If a sale serves to educate people



A neat card announcing January clearance sale.

to expect prices lower than can be offered regularly, the results are extremely detrimental to business.

At the same time, the salesmen endeavor to divert customers' attention to the better class of goods. The clearance lines are there plainly on view but if a customer can be induced to buy a better article, the salesman gives his best efforts to that end. As a result, the sale always results in a certain stimulation of demand for the best quality of goods.

AROUSING PUBLIC ATTENTION.

As stated before, the public is very indifferent during January. The heavy purchases made for Christmas have depleted pockets and put people out of the "buying humor." Bargains do not attract as surely as at other times. To make a clearance sale a success, therefore, the merchant must display greater energy and greater initiative than at any other season. Something unusual is required to "put it across," as they say in theatrical parlance.

This is where good window displays and attractive cards will be found the greatest helps. In the windows, stocky displays will be the rule. Price should be made a big consideration.

In preparing cards for the event, care should be taken to provide a degree of uniformity. All cards should be alike in style of lettering and ornamentation. The same color scheme should be followed throughout. Some suggestions are shown herewith.

SELLING AT COST PRICE.

Clearance sales are of particular moment at the present time. The season has been backward and, although business in most sections has been undeniably good, the lack of cold weather has checked sales in certain lines.

A well-known men's furnisher makes the significant statement that for the first time in the experience of the firm it has been found necessary to run a cost price sale. Prices have actually been cut to cost in order to clear out the stock. With colder weather a certainty for the near future, the firm might have counted on moving at least a good part of this stock but they have preferred not to take the chance. The stock is now being cleared out.

"British Empire" Made Goods

THE text of the Merchandise Marks Bill, which has been introduced in the British House of Commons, has been given out. It aims to protect the British manufacturer from the opposition of firms selling goods in Great Britain on unfair pretense. Briefly, the measure provides that all goods bearing a description liable to make the purchasers believe they have been manufacturers within the British Islands, but which in reality have been manufactured in some part of the Empire outside the Isles, shall be marked "British-Empire made." If the goods have been manufactured outside the Empire, they must be marked "Not British." Provision is made that all goods marked "British-Empire made" must be accompanied by a sworn declaration.

It is quite apparent that this measure will serve as a protection for the home manufacturer against spurious foreign-made goods. The question arises, however, as to what effect it will have on the trade of colonial manufacturers on the British markets.

Regal



Regal "Outing" Shirts

FOR SMART DRESSERS

MADE BY

The Regal Shirt Co., Limited

HAMILTON - - ONTARIO

Unique Sales Scheme of Toronto Store

Foggan & Co. gave money back to every twentieth customer—Doubled sales during period while offer held good—Cost of goods thus given away amounted to 4 per cent. of total sales—Some amusing features.

AFTER the hustle and bustle of the Christmas and holiday season comes a period of marked slackness and dullness for the retail merchant. This fact is recognized generally amongst dry goods merchants and men's furnishers, and now it has become quite a common custom to introduce a clearing sale not only to stimulate trade, but also to clear out old stock preparatory to stock-taking and to laying in supplies of new Spring goods. These, to say nothing of the amount of ready cash gathered in, become matters of supreme importance to every retailer.

Rather a novel mode of conducting a clearing sale has been introduced by Foggan & Co., dealers in specialty furnishings, King Street West, Toronto. To stimulate business the plan of giving away to every twentieth customer his purchase in full has been adopted. The scheme was advertised freely both by circulars, distributed throughout the section of the city in which the store is located, and also by large window display posters, which announced the fact that every twentieth purchase was given away free; invited people to come in and look over the stock, and also to watch the cash register in order to follow if possible the number of each sale. Through the medium of the window many lines were displayed and all were featured with price cards showing the regular price and the cut price for special clearing sale.

The scheme naturally attracted much attention and at the same time aroused a great deal of curiosity. People desirous of becoming the twentieth purchaser and thus securing goods free were led to buy where otherwise a purchase would not be made. Thus from the start an increase in business transacted was noted.

On entering the store every customer was treated the same. Whether twentieth man or not, he was shown the goods for which he asked first. After that transaction was settled he was asked if he didn't want some of the other lines displayed and on sale. In short every effort was put forth to induce him to buy.

While the writer was in the store a twentieth purchaser entered and inquired for a necktie, "like that one in the window." Mr. Foggan waited on him, sold him the necktie desired, asked him if he did not want shirts, collars, socks, suspenders, a cap, and so on, naming several lines, but to each suggestion the customer replied in the negative, finally declaring that the necktie was all he desired.

Thereupon Mr. Foggan proceeded to make out a bill for the purchase, marked it "nil" and wrapped it up with the goods. The customer offered a dollar bill to pay for the tie and received a very pleasant surprise when, instead of getting back only part of the dollar, he was returned the whole amount. Whether on finding himself the twentieth purchaser, he was disappointed because he had not bought some of the shirts, collars or any of the many lines offered and urged upon him, is a matter which Mr. Foggan did not discuss but in all probability there arose in the purchaser's mind a feeling of vain regret.

The King Street store of Foggan & Co. is recognized throughout the trade as being the smallest gents' furnishing store in Canada. Only one clerk is employed, and in addition Mr. Foggan himself is in the store most of the time. It thus became a very simple matter to keep track of the total number of purchasers served, and to see that the right man received his purchase free.

ONLY FOUR PER CENT. GIVEN AWAY.

As to the actual working out of the scheme the company found that it worked well from an advertising standpoint and was in no way a costly scheme inasmuch as after a week's selling the total cost amounted to about four per cent. of the business done. To those who do not go into the matter fully this may seem a very expensive proposition to keep up even for a short time. But the scheme brought about such an increased business that it has been considered so far as well worth while.

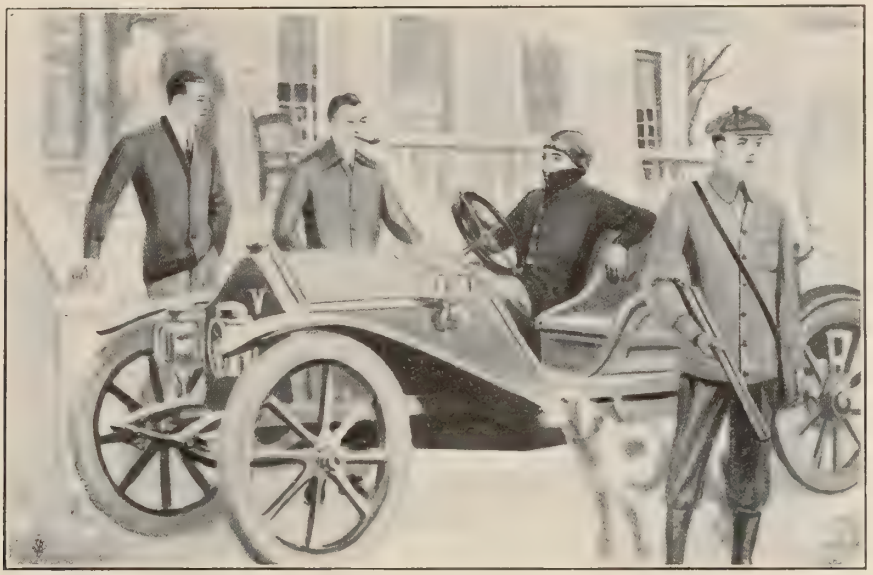
DOUBLED THE RECEIPTS.

To give a few statistics: Prices were reduced for sale about 25 per cent. to strike an average. Amount of cash receipts during first eight days of sale this year represented an increase of approximately 100 per cent. over last year's receipts fo same days when no sale was conducted.

The expense of keeping up the twentieth purchase proposition amounted to about four per cent. of cash receipts. As the store is small, large and expensive articles are not handled. Perhaps the most expensive line in the store would be covered by $6 and the average price of all lines would be between $2 and $3. Most of the articles given away have been neckties, suspenders, shirts, socks or mufflers. The largest purchase given free amounted to $3.65 and the smallest to 19 cents.

(Continued on page 62.)

The "Visor" Announcement



The Visor "4 in 1" Sweater.
Canadian Letters Patent No. 131529.
United States Letters Patent No. 991270.

THE Visor Knitting Co., Limited, of Ontario, owners of the Rautenberg Patents covering the famous Visor "4 in 1" Reversible Collar Sweater, announce the opening of their new factory at Niagara Falls, Ontario, devoted exclusively to the manufacture of high grade Sweater Coats.

The "Visor" Sweater Coat, illustrated above, may be worn in four styles: as a V-neck, or shawl collar, or full military collar, or turned over the ears, instantly adjustable. The most practical and best selling Sweater on the market, when the collar is properly made, as we make it.

We make also up-to-date SHAWL COLLARS and RUFF NECKS, and a large range of Coats with full line of V-NECKS. SHAKER KNIT SWEATERS will be the best sellers on the market this year. This is one of our big feature lines. Colored show cards, advertising circulars, etc., will be supplied free. Write for samples, or our representatives will call in the near future.

WARNING

We warn all manufacturers, jobbers and dealers against manufacturing, dealing in or selling infringements of the famous VISOR "4 in 1" REVERSIBLE COLLAR, the original Canadian and American patents on which are our property. We now have action pending in the Canadian courts to restrain infringements of these patents, and shall promptly prosecute all offenders.

THE VISOR KNITTING CO., Limited

Niagara Falls, Ont.

FACTORIES ALSO AT **NIAGARA FALLS, N.Y.**

Conducting Clearance Sale on Large Scale

L. J. Applegath & Son, Toronto, are holding reduction sale—The event is being used to feature announcement of new branch store—New store will be modeled closely on present establishment.

TORONTO, ONT.—L. J. Applegath & Son, hatters, who for some time past have done business at the corner of Richmond and Yonge Streets, have decided that their business has increased to such an extent that they find it necessary to start a new branch store in the city. For this the stand at 179 Yonge Street, until recently held by Albert Williams, has been secured, and preparations are now being made to fit up the store for new business.

As far as possible the new branch store is to be a reproduction of the original at Richmond and Yonge. The same plans will be carried out and the same style of fixtures used. Woodwork will all be of bird's-eye maple, and to the casual observer practically no difference will be noted between the two stores.

Through its location on a corner lot, the store now occupied presents unusual window facilities and these have been used to great advantage. Practically the whole side and front of the store is of glass and allows displays on a very large scale. In that respect the new branch will not be quite as satisfactory as only the front of the store is exposed to the street. To give the best possible facilities for display a deep entrance is being arranged which will allow a show window with depth of 20 feet. This in many respects will present advantages which were never enjoyed in the original stand.

HOLDING A CLEARANCE SALE.

In order to announce the fact that a new branch store is about to be started, Applegaths have adopted rather a novel method of procedure. To hold a January clearing sale is a method very commonly adopted by men's wear merchants throughout the Dominion to clear the stock of Fall and Winter goods and make preparations for stocking Spring lines. While Applegaths are clearing out their stock, the sale is being made use of altogether as a method of introducing the new branch store. Large signs in the shape of pennants fill the windows and announce to passersby the fact that a new branch store is about to be opened and that in order to make this fact the talk of Toronto and vicinity great reductions are being made on prices of all hats and caps in stock.

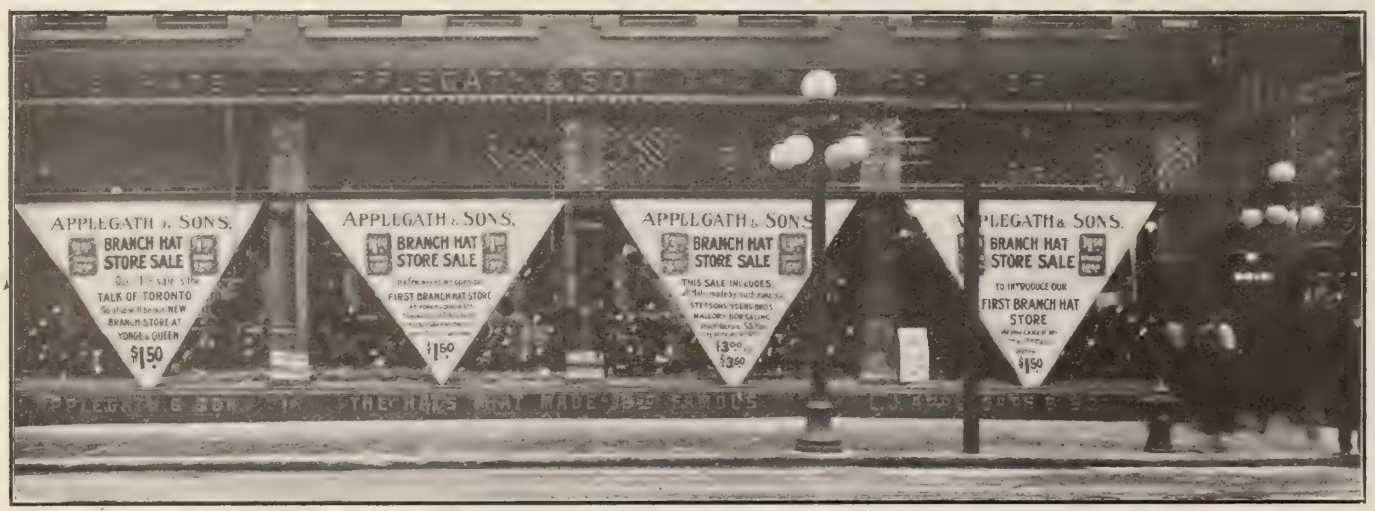
The news of a sale where special price cutting is being done soon travels and attracts people from all directions. But in this case the news regarding the new branch store travels just as rapidly and is soon impressed upon the minds of hearers.

In the accompanying photograph the large window display signs, announcing the sale and the new branch store, are very conspicuous. In the windows can be seen displays of hats, every hat price ticketed.

Unique Sales Scheme of Toronto Store

(Continued from page 60.)

The company has considered the scheme so successful that they are adopting it in their Yonge Street store, but with one limitation. Instead of giving away the twentieth purchase in full, only the first article will be given. This, Mr. Foggan claims, will cause people to ask for the most expensive articles first and will prevent the company from getting badly taken in by a number gathering together and each making a large purchase until one happens to strike it lucky.



Store of L. J. Applegath & Son, Toronto, showing big signs used to feature special clearance sale and the establishment of new branch store.



A50

Outing Brand Knitted Goods

SHAKERKNIT

Style A50

The new and correct vogue in Sweater Coats is here shown in the popular Shakerknit.

It is only one of our immense line of Knit Coats for men that is making a hit with the Canadian Knit Goods Trade.

Our representatives will call on you shortly with the complete range. Let us send samples for present delivery orders.

Frank W. Robinson

LIMITED

Bathurst and Wellington Streets

TORONTO

"The Coats that are tailored to fit."



Ask Your Wholsaler For

GIBSON'S SCOTCH SEAMLESS

Woollen Gloves

THERE are many so-called "Scotch Knit" gloves on the market made outside of Scotland; the best are, and always have been, made in Scotland. To make sure the gloves you buy are actually manufactured in Scotland, thus obtaining for your customers the genuine glove, all that is necessary is to ask for GIBSON'S.

These gloves are made in a variety of styles.

Sole Selling Agents to the Wholesale Trade.

SEWARD BROTHERS

251 St. James Street - Montreal, Que.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men.

NO doubt exists in any mind that the year just closed was the busiest of world's history. Prosperity was neither sectional nor continental; it was world-wide, embracing all countries in its scope. Business was so heavy in many ways that a big volume is being carried over into the new year. Many firms in this country are so far behind with orders that they will not be able to catch up for some time. The momentum thus supplied is in itself sufficient to insure a continuance of prosperity during a part at least of the coming year.

* * *

NO fear need be entertained on that score, however. The prospects for the future are of the brightest and everything at present points to the continuance of prosperity in equal measure. On this point, all seem to agree—manufacturers, wholesalers and retailers alike. They speak unreservedly out of the fullness of a complete confidence in the soundness of conditions.

* * *

ADVICES from New York are to the effect that there is a tendency to abandon the effeminate collar with small wing for evening wear. This idea is gaining ground, although it cannot yet be termed a distinct trend. Fashionable dressers are wearing pleated shirts for the jacket and stiff bosoms for the tail coat. In the latter case, if the bosom of the shirt is of fine pique, the body and the cuffs match in the same material. Some oddities are seen in bow ties, notably a soft silk of unfinished diamond weave with a satin stripe about three-eighths of an inch wide along the ends of the bow.

* * *

A DISTINCT feature in men's wear at the present time in England—where fashions so often originate—is the short dress coat. The lines of the latest style are said to be very graceful but undoubtedly a good figure is required to carry them to effect. A good height, sufficient girth and a square shoulder set the coat off to perfection but to men of puny build the style will be inclined to accentuate their lack of proper proportions. The lapel is not being rolled nearly so long and in this way a longer cutaway is provided. This provides a waisted effect. The lines of the coat are so cut that the lapels nearly meet. At the same time, the waistcoat is cut so low that it shows beneath the coat.

* * *

APROPOS of the remarks recently made in this department anent the attempts which are made periodically to bring styles back to the more ornate ideas of past centuries, it is interesting to recall that of recent years there was a propaganda launched to revive early Victorian fashions. The long velvet coat and the knee breeches and silk stockings of the Victorian gallant undoubtedly possess an appeal for men who hanker after distinctive apparel and the idea met with support from a great many. The knee breeches, however, served as the chief obstacle. There are not enough men who can boast of a sufficiently symmetrical leg to really look well in knee trousers and most men are sensitive enough on the subject to shun exposure. For this reason the plan to return to Victorian lines fell flat, despite the fact that the idea received very distinguished support.

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IT is apparent from the reports received that trade has not been as brisk in some lines as it should be, owing to the decidedly mild weather which has prevailed. When the temperature is such that a man can get along nicely without buttoning up his overcoat, it is not at all likely that a great amount of interest will be shown in mufflers and similar

articles designed for winter wear. It is, of course, quite safe to predict that the very near future will see plenty of cold weather. This prospect does not compensate the men's furnisher for the business he has lost up to the present, however. When seasonable weather is unduly delayed, the result is inevitably a loss in business. The men's furnisher should not wait for the weather man to come to his assistance, but should proceed now to stimulate the demand on his own account. A well planned and aggressively carried out clearing sale at the present time would go a long way toward bringing business up to the anticipated level.

* * *

ARE American men giving up suspenders? The president of a firm which one held a prominent place in the manufacture of suspenders ascribes the recent failure of the concern to the fact that men have taken to wearing belts. The one-time popular Christmas gift—an ornate pair of "galluses," with pink silk bows and all the fixings—must be losing favor with the men of Uncle Sam's land when a suspender firm are compelled to suspend operations for lack of orders. Be this as it may, suspenders are still strongly favored by Canadians and, we presume, are worn just about as much as ever.

* * *

IT is now quite apparent that louder effects will be seen in neckties this Spring. It must not be assumed that the new styles are lacking in good taste, however. Although the trend is toward bolder effects, the ranges seen are both artistic and pleasing. Many of the staple lines and novelties have a degree of character which will commend them strongly. Most men like a tie of character and dash and there are few who hesitate at strength of color. One feels quite safe in predicting that the ranges this Spring will meet with distinct favor in the eyes of dressy men.

* * *

WELL-DRESSED men are partial to canes and it will, therefore, be interesting to learn that some distinctly novel features are being introduced in this line. One of the latest ideas is to letter the gold band in enamel of various colors. A distinct novelty is a cane which has an ivory or gold band a few inches below the head. This band can be slid upward, revealing a small electric bulb. The bulb will throw sufficient light to find a keyhole on a dark night or to light up the number of a house. It will probably, therefore, prove a highly popular idea with club men of bibulous habits.

* * *

PRINTED silks are said to be "coming" for men's neckwear. A feature of foreign styles at the present time is the use of printed silk for scarfs of high price and it does not seem unlikely that there will be a reflection of the idea on this side. Already some printed silk ties are being shown by American manufacturers.

* * *

THE 'phone—at once the greatest and the most persistent nuisance of the age—is still looked upon askance by a great many merchants. Shopping by 'phone is regarded by them as an unmixed evil and every legitimate means of checking it is resorted to. There are undoubtedly grounds for believing that shopping by 'phone is not in the best interests of trade. People who order in this way cannot be interested in any other article than the one they call up to secure; except, perhaps, in very rare cases. Thus the expense which every dry goods man goes to for the purpose of making his goods look attractive is quite wasted as far as the 'phone shopper is concerned. The customer who orders half a dozen handkerchiefs over the 'phone might have purchased other articles had she found it necessary to visit the store.

There are other phases of the question, however, which incline one to the other side. Many sales would be quite lost if the customer could not use the telephone. There are always cases where people require a certain article but have neither time nor inclination to go to the store for it. What is gained in this way probably counterbalances what is lost in the other instance.

Undoubtedly the 'phone trade is deserving of careful attention. People are getting more in the habit of ordering by mail or 'phone without taking the trouble to personally inspect the goods and this tendency must be recognized by the retail merchant.

* * *

Keeping adequate record of stock and of all sale transactions is a great aid to increased business.

* * *

To the progressive merchant, mail order competition is no longer suspended over his head by a slender thread, like the sword of Damocles. He has found that better merchandizing methods has insured him against competition of this order.

* * *

A contemporary tells of a traveler who finally secured an order from a dealer after calling on him for twenty years without result. This traveler can certainly lay claim to the virtues of patience and persistence, but we wouldn't boast of the incident if we were in his place. Any man who has to call steadily for twenty years on a prospect before landing an order is not likely to set the commercial world afire with his salesmaking ability. And the time used those twenty years makes the order finally landed a dear one for the firm.

Neckwear Ranges for Spring are Louder

More novelties are included than formerly—Values are better for many reasons—Smart two-tones, one on knot and one on apron, are a popular novelty—Materials are similar to last season.

EASTER neckwear ranges of the different manufacturers are nearly all forward and styles are confirmed for Spring, 1913. The sequence of style following the holiday demand, is marked. More novelties are included. Generally the ranges are described as "louder" than last season and more striking throughout. Designs, although striking in color and pattern features, are approved good style in keeping with the latest fashion dictates.

The trend is for larger ties in better numbers. Prevailing shapes continue—derbys, graduated, closed and flowing end scarfs. Batwings are to be favored. None of the domestic houses are showing Ascots and are adhering to neat effects to give a smart knot. Most of the styles shown are one-piece as woven silks. Combinations are not featured for Spring. Some of the new shapes are made in imported materials of extra width, 40 to 42 inches, which cut crosswise of the silk. This gives a sightly tie at a leading price, only possible for this reason.

MATERIALS ARE UNCHANGED.

Materials are similar in texture to those of last season. Reps, bengalines, failles, louisennes and fancy silks are represented. Both plain colors and fancies in well-known qualities are especially suitable for prevailing effects in different styles. Some of these are shown in 50 colors and have been brought out in border designs, increasing the selections and toning up the showings.

Patterns are the smartest yet shown and include the usual ground colorings, but contrasting shades are vivid compared with those of previous assortments. Four-inch ombres, single and double border effects, cross and bias stripes with conventional and combination designs are prominent. The season's sales will depend more than ever on "borders" as the "fetching" feature for the wearer. Smart two-tones, one on the knot and the other on the apron, are among the latest novelties shown by one house, while bias stripes and borders lead a number of designs favor cross stripes particularly in derbys. Ombre border scarfs have plain or line stripe grounds. Several of the silks have neat line or marked ground stripe with a corresponding border. Magadores and Roman stripes are made up in the better models. These are in heavy and light weave reps with Magadore border in silk or satin. A few check and jacquard patterns complete the ranges.

THE FAVORED COLORS.

Color preference or selling ratio is according to the range and material considered. From the staple standpoint the tone is lighter than for Fall. Blues will lead with two or three tones in a book, blue and black and blue with blue. Soft tans and browns are equally good. Gold effects in pleasing combinations, black and gold and brown with gold bars, are well thought of. Grays in soft tones, and black and white in clean patterns are seen. Black and red in the same designs should do well and reds in the brighter tones are expected to take in the usual numbers. Some of the novelty shades, plums, purples and helios, add color to the ranges to meet city trade.

INCREASED SALE OF BATWINGS.

Batwings are counted on for an increased selling season. They were featured late last season and should prove a good midsummer feature this year. Soft collars, ties and negligee shirts are to be offset to an extent by double collars, batwings and French cuff flannel shirts. Furnishers consider this smarter for street and outing wear. Diamond and square end batwings are made in cloths specially adapted to this shape. Narrow borders on all silk faille or rep in leading colors with white stripe or bar are unique



Spring styles shown by Crescent Manufacturing Co.

for this season. Some manufacturers shorten the ends of their batwings to give a shorter knot and smarter effect. Styles are offered in straight cross-bar and bias.

BETTER VALUES OFFERED.

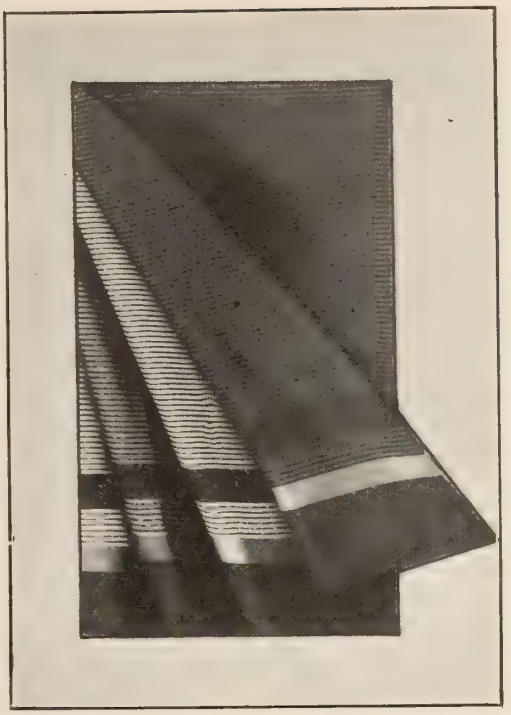
Prices quoted and values offered are better than a year ago. No changes in terms or datings are made. In some of the standard cloths in plain colors the slip scarf is added without extra charge. This gives wonderful value in a staple $4.50 number, which should increase sales. Buyers have a good option to get a better profit on the $2.25 and $4.50 prices with the discount. Some leading $5.50 and $6.50 ties to retail at $1 for the Easter trade are good buying. There is a broad selection and a good season in prospect.

Some novelties are always good business for Easter. The ranges are similar to those of 5 and 7 years ago to merchandise. If a buyer uses good taste there is very little chance of loss, but off patterns will be hard to clear. This season, at least, men's furnishers can take advantage of the novelty demand and general purport of higher colors in adding a sprinkling of the more novel but ticklish numbers to sell because of their real novelty. Selection is simply a matter of dressiness and snappy sellers for personal preference. Bought on this basis, the ranges simmer down to a dozen attractive novelties and some ranges could be confined to three books if the best sellers are selected. All the season's characteristics of good buying and specialization of the ranges are combined in these in the tie. The shape, size of the knot and appearance appeal to the shrewd buyer and these dozen fabrics are all he could desire.

The right snap is there and a comparison of the ranges will show men's furnishers value and style equal to the best. Easter styles this year are sufficiently diversified to give the trade confidence in domestic numbers because, after all, the season is confined to a few styles which make a hit or are featured. Exclusiveness and larger profits are just as much an attribute of one line as any other and depend on this confidence. Each season finds some buyer looking for exclusiveness, simply because his knowledge of the ranges is limited and he is not convinced in asking the same profits, which are asked for equal and sometimes lesser values in other showings.

The average buyer who knows his trade and is willing to compare value for value and selling merit at corresponding prices and profits for these values, has to admit it. He will agree that the store's best interests are served by this season's designs and values. Easter ranges properly reviewed will show the leaders of each range.

The quantity order groupings are fair to both large and small retailers, according to their demand. Cheaper numbers are sold in an assortment of two



Swatches, showing latest stripe with bordered ends. Shown by H. L. Smart.

or three dozen, equal quantities of each color. The ranges include a dozen shadings. A buyer can buy according to his requirements two or three dozen or a multiple of same. In a three dozen lot, he gets 3 ties of each color, giving 36 ties. The colors and ratio of tones give a fair selling average. In better numbers the same rule is adopted for many of the more staple patterns but the novelties and higher-priced numbers are subject to choice, ¼ dozen and upward, according to estimated capacity. In one instance any merchant should easily handle the quantity. Otherwise the possible selling sequence is judged closer than in other years. This is fair to both merchant and manufacturer because stocks are repeated or conserved for repeats with less loss from end of the season reduction.

AN EARLY START NECESSARY.

Manufacturers are anxious to get an early start because of the early Easter. The placing season is practically only eight weeks. Early bookings will help the customer, traveler and the factories. Several of the neckwear makers are anticipating on stapler numbers and have stock made up ready to ship as soon after stock-taking as merchants will accept delivery.

Merchants have practically two seasons—novelties, early, and merchandising later. Novelty sales are quicker in a short opening season. Slow numbers have fully a month longer to sell than in a late season, when early buying is slower.

The foresight of manufacturers is significant. The house, which can give deliveries this season will get the rush orders. Deliveries are a matter of mom-

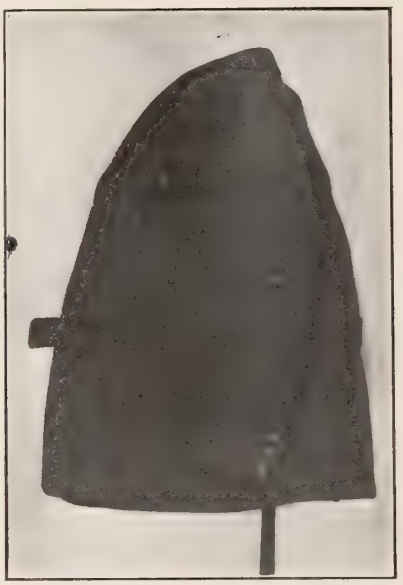
(Continud on page 66.)

CLOTHING FOR MEN AND BOYS

Norfolks will be very popular—Single breasted yoke Norfolks with pleats running only as far as side pockets will be seen—Square fronts for single-breasted coats—Fancy cheviots and tweeds will be strong.

IN BOYS' clothing for Spring, 1913, one of the most popular, if not the prevailing style, will be the Norfolk. Many of these are being shown and large orders have already been placed. A few changes in style are noted. What is known as the Cambridge Norfolk makes a very attractive coat. This style is the single-breasted yoke Norfolk with outside breast pockets on both sides. Pockets are provided with buttoned laps. Pleats run only as far as side pockets, below which the coat is plain. These form a decided novelty.

Another popular style will be the Lennox, a single-breasted yoke Norfolk with pleats and patch pockets.



Latest style of Norfolk for boys, shown by C. M. Gilchrist & Co.

Rather a novelty is presented in still another style which has the yoke at the bottom, and pleats running right up to the collar. This coat also has patch pockets and vented back.

The double-breasted sack coat which has been the staple line through all seasons will again be good for Spring, 1913. Few changes, if any, are noticed in the styles of these. A new idea and one which has taken, and continues to take, very well is found in the single-breasted coat cut with square front. This is especially suitable for boys. Square fronts have been a strong feature of the double-breasted coat for a long time, but have never been successfully introduced into the single-breasted. Next Spring, however, these will be strong. In past seasons the single-breasted coat has always been cut with rounded corners and many have objected strongly to this claiming that it gave the boy a "cut-away" appearance. But now this difficulty has been overcome and single-breasted coats have been made to a great extent after the style of the double-breasted. Both single and double will be the plain sack coat with or without patch pockets.

In pants, bloomers will again be strong, the only difference from last year being that they will be cut slightly larger.

In suitings, fancy cheviots and tweeds will be strongest. These will be found chiefly in greys and browns and mixtures. Diagonal stripes will be common, but in many, plain patterns will rule. Mixtures of various kinds will be shown—heather mixtures and purple mixtures being amongst the strongest. Bluish greys, while not strong, will form quite a novelty in boys' suitings.

Neckwear Ranges for Spring are Louder

(Continued from page 65.)

ent and the early shipment of neckwear on lines just opened up is sure to be felt. Buyers, who have seen the assortments are enthusiastic that they are getting lines that will sell. Men's furnishers, who anticipate and watch the season's progress will benefit in proportion to the house with the goods is early selection and showings are featured.

THE "BARRIE" EFFECT.

Montreal.—Neckwear manufacturers report ties in failles are in big demand in New York, especially in the bar or stripe effects. Following this trend the Canadian trade is taking the same styles and the advance sales for Easter have been very heavy. The bar or "Barrie" effect, as it is called, consists of a series of diagonal stripes against a contrasting background. All colors are shown. Another popular style is the Army and Navy stripes in which neat horizontal stripes are shown in bar effect. The stripe effects in these ties should be very popular in view of the vogue for striped shirts.—W. E. H.

Are Salesmen Responsible for Accounts?

Some opinions from Review readers on this important problem—All salesmen will make errors in judgment at some time or other—When these accumulate, the best course is to withdraw salesman's right to extend credit.,

WHEN The Review inaugurated the contests and discussions of trade problems, which have been a regular monthly feature of the paper, it was with the conviction that they would prove of distinct interest and value. This belief has been most convincingly borne out, for the contests have aroused a great deal of interest and the discussions have been followed most closely.

Few problems have aroused as much interest as that propounded in the last issue, "Is salesman responsible for collections?" The question was outlined as follows:

> Merchant to salesman: "You seem to have a greater proportion of credit sales than other salespeople. Here is Mrs. M———'s account for $6. Do you think you can collect it?"

Every salesman has social or locality connection, which is evident in monthly credit sales. The standing represents customers as a class. A comparison of accounts on the books shows that certain salesmen are responsible for more of these unpaid bills than other salespeople. Some of these accounts are good enough, some slow, others bad.

The office or management suggests that owing to this same social or neighborhood connection perhaps the account might be closed sooner.

Should salesmen be asked to collect accounts?

This problem has aroused considerable interest as the number of replies received attests. One contributor has gone into the subject most thoroughly, and his answer is appended in full.

* * *

The Problem Summed Up

Editor Dry Goods Review:—

The monthly contents which you have been featuring in The Review for some time have always been interesting and helpful to me, and your latest subject is indeed one that should call forth careful attention and consideration of all your readers, whether employer or employe.

Some merchants regard "Social Standing" as a very important factor in employing their salesmen and, while we cannot discredit the desire of these men in adopting any standard of character or ability that will help to increase business, still I believe that social standing very often proves troublesome to not only the firm but the salesman as well. More especially do we find this the case in the cities of smaller population where employees in business places are usually better known to the community than in the larger cities.

I spent some years in the service of a clothing merchant in a Canadian city of about twenty thousand population who always made me feel that I was serving him to his entire satisfaction but for one exception, and that was that my popularity which to his idea was somewhat limited, did not attract many new customers to his store. At the same time this man was continually pining his life away over the fact that his books showed many worthless accounts which of course had been contracted by my "popular predecessor" who probably had a great host of friends but, like many others, did not possess the necessary amount of business stamina to refuse to give them credit.

No doubt the salesman who, through his social standing, succeeds in attracting trade to the house of his employer feels a special pride in the fact that he is helping to increase the business and consequently that his firm should and will appreciate the same, but let the salesman remember that there is such a thing as making your friends *"feel too much at home."* As soon as this happens they are sure to approach you for favors that will prove troublesome and the very fact of your deep intimacy with them will convince them that you will not press them for prompt payment. Thus, many a salesman finds himself in many embarrassing positions and very often an honest customer is enticed into becoming one of the class commonly known to business men as N.G.'s.

I believe that every customer should be treated courteously and attentively but the salesman should possess just enough "business dignity" to prevent the customer from asking for too many unnecessary favors.

Of course, there is no set rule which every firm could adopt regarding the salesman's authority in giving credit, but if the employer finds that he cannot place enough confidence in his salesman to allow him to use his own judgment, then he should forbid him to allow any goods out of his store without the money, and, if this be the rule, then it is a very easy matter for the salesman to refer his customer to the boss, which action should exonerate the salesman from any responsibility in the matter. But furthermore, if the salesman disobeys this rule and contracts bad accounts, I think it is his duty to assist the firm in collecting them.

But then we have to deal also with cases where salesmen use their own judgment regarding such matters. If this be the understanding and he happens to contract a debt which proves troublesome by no means should he be held responsible for the collection of the account. In the first place, he

allowed the goods to leave the store unpaid for, believing that the account would be duly paid and that his action was mutually satisfactory to himself and his firm. Consequently in asking him to collect such accounts, you make him feel that he is paying the penalty for a serious offence, at the same time reducing his interest in his employer and causing him to believe that he is regarded as a tail-ender rather than a strong arm in the welfare of the business.

Yours sincerely,

G. A. JOHNSTON.

* * *

If Ability Warrants

The problem is approached from another viewpoint by J. S. Bjornson, Wynyard, Sask. He has considered it from the standpoint of the benefit or otherwise that the firm would secure from sending salesmen to collect accounts. He says:

"A salesman opening an account with a new customer, without authority, must be responsible for it. If a new customer asks a salesman for credit and he (the salesman) has doubts as to whether the account will prove good or bad, he should refer the matter to the head of the firm or management.

"A salesman should not be asked to collect accounts unless he is considered by the management a suitable man to do the collecting and is willing to undertake it. There are cases where a customer does a big part of his trading at your store for cash but at the same time has an account that has run for an unreasonable length of time. Would you let your salesman who handled this account go out and try to collect it? You would not care to take the chance of losing the customer."

* * *

The Duty of the Clerk

Fredericton, N.B.

Those who have held the position of salesman for any period, must call to their remembrance that at some time they have heard their employer ask of themselves or of a fellow clerk the same question as portrayed in your issue of December 18th.

Every salesman, if he be the proper sort, feels a certain pride that he has customers, who, when they enter the store look to him to serve them when they are making their purchases. It is the duty of that salesman to know as much as possible of his customers standing; that is—his employment, etc., thus, he forms an opinion as to whether or not he is a desirable credit customer. The salesman must bear in mind that his "boss" cannot personally meet each individual customer and study them, but he has intrusted that task to himself. He must also bear in mind that his employer has put under his charge certain goods which are his "the salesman's" stock in trade, and that from the profitable sale of the same, he, as well as his boss, derive their livelihood. Now each clerk is his employer's partner and should feel himself such. If the salesman gives one of his customers goods on credit and the same is not paid for within a reasonable time, the salesman should make it his business first, to find out why; and secondly to remind his customer in a courteous way of the fact. The customer, especially, if an acquaintance or friend of the salesman, will very often pay up more promptly if spoken to by the party from whom he purchased the goods than if the merchant sent him a dunning letter. Further, when the merchant will incur sometimes the ill will of his customer by sending a letter and thus unavoidably do the business an injury, the personal collection by the clerk very often is not looked upon by a customer as a collection from the house, but as a collection from the person from whom he purchased the goods and thus the liability to friction between merchant and customer would be greatly lessened.

I might quote a personal experience which recently occurred to myself. Some few weeks since, a customer entered the store and coming to my department, said he would like to look at overcoats. I showed him coats and finally he settled on a coat which was to his liking. He then said: "what kind of terms are you going to give me for the payment of this!" Of course I was anxious to sell the coat and asked him how he wanted to pay for it. He said, "well, I will pay you three dollars down and three dollars per week till the full amount is paid." For a moment I was taken a little off my guard and would have given him the coat on those terms, he being the sort who can call you in an "off handed way" by your Christian name, and although you know him slightly you cannot recall his Christian name. After considering the matter for a moment I finally told him I would take his note for thirty days and that he should pay me three dollars per week, which amount, I would credit to his note. This was agreed to by him, and as per agreement, he was to pay me three dollars each Saturday night.

Now Saturday night came and my customer did not put in an appearance with his three dollars. I let this pass for a few days and made inquiries as to his habits, etc., and found that he was not all that was desirable. I then sent him a personal letter telling him that I had given him the coat on my own responsibility and had made special arrangement with the office in regard to his note, and I expected him to hold to his agreement. The three dollars was immediately forthcoming, the next Saturday came and again he failed to make his payment. After waiting some time, I sent him another letter using a little more forcible language and with the same result; I received the money. To finish, I got the amount in full; of course not without more or less trouble.

Now this man paid me because he thought that the transaction was my personal one, and feel quite sure that had my employer undertaken the collection of this debt from this particular customer, that he would not have succeeded as readily as I.

As most merchants are looked upon by the general public as being quite wealthy, and the slow or non-payment of a few dollars by the customer sometimes is not considered by him to being of any great moment to the merchant; while on the other hand, you will rarely find a customer who will imperil a clerks position or make him responsible for their debt by not paying up.

CHARLES D. ROSS.

* * *

Might Collect Some Accounts

In answer to yours in Dry Goods Review, "Is salesman responsible for collections?" As a salesman in a store where accounts are rendered monthly and terms are cash at the end of thirty days and where the office staff is kept busy following up customers who may become careless regarding their account, it is a serious annoyance to the head of the concern to see new accounts opened without being authorized, and my opinion is that clerks should be held personally responsible for accounts for friends or acquaintances, who, while no doubt are as good as gold, prefer to do business their own way rather than conform to the store's method. A good deal of trade would be lost if this sort of custom were not humored, and it is up to the clerk who can, by skilful salesmanship, deal with these people to close the deal successfully by making the collection. It will be found a great benefit to the *clerk*, if bills made by him, to people who are not regular monthly customers, are sent to that clerk for collection. He will very often find that selling goods on credit is very much easier than collecting.

FRED. A. CARTER.

* * *

Might Collect in Some Cases

Do not think a salesman should be responsible for collection of bills, nor that he is to blame if he has a greater proportion of credit sales than other sales people. As he approaches a customer, he is not thinking whether this customer is going to be a cash or credit one. His object, if he has the interest of the business at heart, is, if possible, to please the customer and make the sale. Should the customer ask to have the goods charged, there is nothing left for the salesman to do, but charge it. The charge is sent into the office and, if no further questions are asked, I do not see in a case like this, that he is either to blame for the credit sale or responsible for the collection of it. There are exceptions to every rule. Supposing a friend of his, who has not a regular account with this house, should ask for credit and he, knowing she is perfectly good for it, goes to the office, tells them it is all right and in fact becomes responsible for it. Now, if this customer, who has been obliged with credit, does not pay in a reasonable time after the bill has been presented in the regular way, do not think a merchant would be asking too much to ask the salesman to collect. But under no other circumstances should he be asked to collect a bill.

F. I. WILSON.

* * *

Favors the Idea

The question very naturally presupposes a credit business and a credit business means C.O.D.'s, sundry charges and monthly accounts.

While the goal of all storekeeping is cash business yet there will come a time when a regular customer or a comparative stranger will place you in such a position that "Trusting" for a short time is well nigh impossible. Again competition on every hand is so keen that a line of credit is not infrequently used by the individual and by the firm as a lever to secure business and properly so, if the trade thus obtained is retained. But there lies the crux of the whole situation. To sell is easy? but to collect—ay there's the rub, to collect and not leave a bad taste.

Some there are who, when extending credit, give the impression that it is they who are being favored. Others in their anxiety, cautiousness, call it what you will, leave the applicant in a somewhat humiliated condition over the expose of their private monetary affairs. But there is a line of temporary credit typified as C.O.D.'s which now and again run into a sundry charge and even a monthly account dependent in the main upon the salesman. If a store can win the aggregate of seven or eight hundred dollar monthly C.O.D.'s we have an indisputable argument in favor of the continuance of such transactions.

Salesmen take orders from casual acquaintances of the street, at the club or in the church, their friends or relatives. The opening order is secured at all events and as a result of their aggressiveness, their tally at close of day is figured in three digits, a source of pride and satisfaction to themselves.

A sale is made though by no means complete and the delivery is presumably responsible for the cash. Here is just where I would make it a point to hold the salesman and see to it that in conjunction with driver he secured the amount of C.O.D. especially were I cognizant of friendship existing between customer and salesman.

Sentiment in business has its uses and abuses too, and quite often the C.O.D.'s which turn out bad, hinge upon something ulterior and removed. The salutary effect upon the salesman and the business in

general would more than counterbalance any loss of trade on the one hand or loss of time from store for collection purposes on the other and when it is up to them they are not so free to hand one's goods over the counter unless they feel sure that party is good.

Theoretically, we all know that C.O.D.'s are Cash on Delivery, but it does not always work out in practice. Salesmen should pick it up where it falls down.

Sundry charges and regular accounts are so privileged because they have won the confidence of the office and upon no other grounds should they be permitted.

For their accounting, the office is wholly responsible and while methods of collection may vary the salesman will have no part or lot in them.

In conclusion there is a distinct science in salesmanship but while the best accountant for any business is one who has at some stage of the game sold goods himself; so, too, the best salesman is one who has had a hand in collections. The two phases of business are interchangeable and wise is the head which emphasizes the end from the beginning and lets his clerks betimes "try it out."

ARTHUR A. FRYE.

* * *

Give Inducement for Cash

Cowansville, Que.

I do not consider that a salesman should be held directly responsible for collections. The province of a salesman is to sell goods for cash or to good credit customers approved by the management or the credit man of the establishment. In the ordinary country store there should be a very general understanding on the question of credits and in no case should goods be sold on credit on the same terms as for cash. On the contrary the terms should be very specific.

An average of three months or 5 per cent. off for cash is about the fair arrangement for the majority of general businesses to-day, and the salespeople should be instructed to make the terms clear and distinct to the purchaser, pointing out that paying cash means a saving of 20 per cent. per annum, and at the same time makes it possible for the merchant to give him better values and service. The management cannot blame his trade for asking to have goods charged where there is not the proper distinction and advantage made as between credit and cash. Have a system if you are doing a cash business. Sell for cash and one price to all. On the other hand, if you grant credit make your terms clear and distinct, taking proper care to keep your sales staff informed or insist that they, when in doubt, consult the proper authorities on the matter of credits. The day for slipshod methods is past and by installing a proper system we would do away with and solve the above question, viz., "Is a salesman responsible for collections?" and bring prestige to the business.

Yours very truly,

WILLIAM G. BROWN.

* * *

Clerks Should Not Collect

Ladysmith, B. C.

Under most circumstances salesmen should not be held responsible for collections.

The policy adopted by a firm I worked for is such that the salesman and the firm are both protected. The salesman who has an acquaintance or friend—or in fact any customer who has not had an account on our books—goes to the office, acquaints them of the fact that Mr. M. has bought goods to the amount of $6.00 and wishes them to be charged. If the office is not acquainted with customer and the clerk can inform them of the desirability of having so-and-so as a customer, then sanction is given and so the salesman is not troubled about work which the office has to do. Then again we have had cases of customers who were very slow in paying their bills, and ultimately when the office got after them and secured forced payment, they no doubt had no good feelings about the office but they still continued to buy for cash from the clerk they knew. There is no temptation to give indiscriminate credit when the sanction of the office has to be obtained.

Salesmen should not be asked to collect accounts. This is the work of the office and can be done best by them.

JOHN SUTHERLAND.

* * *

Depends on the System

South Vancouver, B. C.

I would reply that it all depends on the system that a store is using. For instance, some stores place the responsibility for their credit business on their bookkeeper and it is up to him to veto the sales before they go through. Though personally a clerk will lose prestige from having to collect a bill in some instances, in others he will collect considerably easier than an outsider would.

But I as a merchant would certainly never send a clerk, unless he was one of the juniors, to collect, except in a case where a man was leaving town or the vicinity. Then I would send the most likely collector and in nine cases out of ten that would be the merchant himself.

F. J. LANCASTER.

Does Not Favor Idea

St. Thomas, Ont.

I would say, certainly not.

When the office accepts the name of a customer as one worthy of having an account, I think the matter is settled as far as the salesman is concerned and I cannot see how any firm can expect him to be responsible for this account whether it is paid in good time or not. It may be that the customer is a personal friend of the salesman, but I cannot think that any business man would accept the name of anyone as being good for an account on the sole recommendation of a clerk whether she be a personal friend or not. And if they did then they should be willing to accept the responsibility themselves. A conscientious clerk is naturally there to increase business and he would be keen on getting his friends to do business with him, but if he thought he would be held responsible for any account any one of his friends may have charged, he would naturally not take the interest in his friends dealing with him on the chance of some expecting a favor at his hands. In this way his employer loses both cash and credit accounts. A rule enforcing that the acceptance by the office of any name coming through the recommendation of any clerk must be got previous to any sales made would prevent this.

I am sure it would be good policy on the part of employers to check any undue willingness by their clerks to promise either directly or indirectly to obtain credit accounts for their friends.

The credit system is a necessary evil and can only be run successfully by enforcing a reference from customer and I do not think any lady would be offended at the suggestion put in the most courteous way. I am quite aware that there are exceptions and that under some circumstances it is good policy to favor many (who have been good cash customers) occasionally. But the one fact is that the office staff should accept all responsibility for all accounts passed by them.

And I do not think that under any circumstances has any employer the right to expect any clerk to accept the responsibility of collecting any accounts which may have been charged up owing to his recommendation. In reference to the number of credit sales a clerk may have in any month, I cannot see why a salesman should be called down because he may possibly have had a run of customers who have accounts, more than usual, unless he has been using this method for increasing his sales, which can be easily checked by giving him credit for his cash sales only and for the credit sales when they are paid.

In order to obviate any wish to place any responsibility upon salesmen, it should be insisted upon that all goods to be charged must be entered at the office before the customer leaves the store. It is then up to the manager (if the office will not accept the name) to see the customer himself and not leave it to the clerk as is so often done, giving a loophole for any employer to call down his clerk who probably had not sufficient tact to handle a case like this.

F. J. Thompson.

* * *

All of us will make mistakes sometimes. The best of salesmen are not infallible. They may handle the credit side of their sales with rare judgment and discrimination in a majority of cases but occasionally will make an error and contract a bad debt. The very best of salesmen *and the best judges of human nature* will do this sometimes. When a salesman gets a few debts on the books which cannot be collected, it should not be taken as proof positive that his judgment is not sound. He may have handled an infinite number of other customers with great benefit to the firm.

The situation may best be summed up as follows: If a salesman shows that he possesses good judgment, the right to decide on matters of credit should not be withdrawn from him because he may have made a few slips. Furthermore, when he does make a slip—and the best of them will—the management should accept it as all part of the game:

If, however, these slips come too often, then the management have every reason to believe that the salsman's judgment is not sound. The course to pursue in such a case is to withdraw from the salesman the right to extend credit, instructing him to refer customers to the management.

If he then, contrary to orders, extends credit and has accounts turn out "N.G.," the firm might be justified in holding him responsible to the extent of asking that he assist in collecting the account.

In few cases, however, would this be advisable. The point raised by our second correspondent is a good one. The salesman might prove a very poor collector and the firm would gain nothing but the ill-will of the customer—and the discontent of the salesman.

Gave a Bonus

Saskatoon, Sask.—Following out a custom established by Mr. Cairns some five years ago, all the selling staff of the Cairns store receive a percentage on all sales they make during the two weeks preceding Christmas, the period during which the store remains open in the evenings. The store is reported to have broken all records in its Christmas business.

Virden, Man.—Scales & Carscadden are moving their men's department into a new store. Prior to the moving an "extension sale" is being held.

Join the bo

Thirty-Three Va



Handsomely Engraved Silver Loving Cup.

10 Gold and Silver Medals.

Cash Awards.

2nd Annual Contest 1913

OPEN TO WINDOW TRIMMERS, CARD-WRITERS AND ADVERTISERS

Awards to be made at the August Convention, Canadian Window Trimmers' Association.

C. W. T. A. Window Decorating Contest.

Classification of Prizes:

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

ORIGINAL WINDOWS.

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

MERCHANDISING WINDOWS.

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

HOLIDAY OR OPENING WINDOWS.

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

MEN'S WEAR WINDOWS.

Class 5—Open to men's wear trimmers of Canada.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

ys this year

luable Prizes

FLORAL DECORATIONS.

Class 6—

1st Prize - - - - - $10
2nd Prize - - - - - $ 5

For best window or interior decoration, artificial flowers being used.

BEST COUNTER OR LEDGE TRIM.

Class 8—

1st Prize - - - - - - $5

For the best arranged overhead or counter trim of merchandise from any department.

BEST GROUPING OR DRAPES.

Class 7—

1st Prize - - - - - $5

For the best display of drapes or ready-to-wear grouping arranged in the department windows or cases.

BEST BACKGROUNDS.

Class 9—

1st Prize - - - - - - $5

For the best background setting used during the year, for anniversary, opening or sale.

TERMS OF CONTEST:

(a) Trimmers are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.
(b) Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.
(c) Photographs must be of this year's work, since August 1st, 1912, and must not have been submitted in any other contest.
(d) All photographs to be forwarded to the secretary by August 1st, 1913. Pictures will be returned to contestants after the Convention, if requested.
(e) Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.
(f) All windows to be judged under numbers, any identifying marks must be removed.

C. W. T. A. Cardwriting Contest

CLASS 1—FANCY WINDOW CARDS (General).
First Prize—C.W.T.A. Gold Medal.
Second Prize—C.W.T.A. Silver Medal.

CLASS 2—AIRBRUSH CARDS.
First Prize - - - - - - Cash $5.00
Second Prize - - - - - Cash $3.00

CLASS 3—ORIGINAL HOLIDAY CARDS (Christmas, Easter, Thanksgiving).
First Prize - - - - - - Cash $5.00
Second Prize - - - - - Cash $3.00
Third Prize - - - - - Cash $2.00

CLASS 4—PLAIN SALE CARDS (General).
First Prize - - - - - - Cash $3.00
Second Prize - - - - - Cash $2.00
Third Prize - - - - - - Cash $1.00

CLASS 5—ALL PEN LETTERED CARDS.
First Prize - - - - - - Cash $3.00
Second Prize - - - - - Cash $2.00
Third Prize - - - - - - Cash $1.00

CLASS 6—PEN LETTERED PRICE TICKETS. (In groups of six)
First Prize - - - - - - Cash $2.00
Second Prize - - - - - Cash $1.00

CLASS 7—AIR BRUSH PRICE TICKETS.
First Prize - - - - - - Cash $2.00
Second Prize - - - - - Cash $1.00

TERMS OF CONTEST:

(a) Cards entered must be first used in merchandise displays.
(b) Not more than two cards to be entered in class 2, and 4. Not more than three cards to be entered in class 3, and not more than six cards in classes 1, 5, 6, and 7.
(c) No air brush cards to be entered in any class except 2 and 7.
(d) No contestant can enter more than three classes.
(e) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet 22in.x28in.
(f) No card to be entered in more than one class.
(g) Each card must bear the number of class in which it is to be entered, but not the contestant's name and must be sent not later than August 1st, 1913.

C. W. T A. Advertising Contest

CLASS 1—GOOD ADVERTISING.

First Prize - - C.W.T.A. Gold Medal Second Prize - C.W.T.A. Silver Medal

Awarded for the best all-round advertising, including general publicity opening and sale announcements.

TERMS OF CONTEST:—

(a) Announcements must have appeared this year.
(b) All copy must be original.
(c) Not more than six examples to be entered in contest. (d) All ads. to be judged on points: 1—Editorial and descriptive text; 2—Layout; 3—Typographical effect; 4—Originality of ideas.

Contestants must be members of the C.W.T.A. and staff employees in Canadian stores.

Contests close August 1st, 1913. The award committee decisions to be final.

All photographs, show cards and advertisements to be available for publication in Dry Goods Review.

Canadian Window Trimmers' Association

143 University Ave. **Toronto**



Christmas display in store of Thornton & Douglas, Stratford.

Creditable Christmas Window Trims.

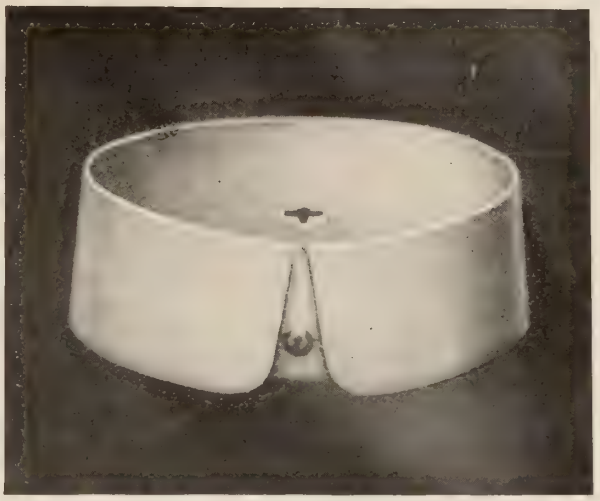
The accompanying displays were arranged for the last stage of the holiday rush in the store of Thornton & Douglas at Stratford by Percy Curzon and G. McPherson. It was in reality one display but the extra length of the store front made it impossible to take both sections in one photograph.

Overcoats and suits were used for the background with Christmas novelties and suggestions filling in the foreground. Sprays of holly were used for decorative purposes.

These displays have many features which commend them, the strongest being that they proved to be splendid sales-getters. Direct results were traced.



Display shown at same time as above in Thornton & Douglas store.



Push "Arlington" Collars

to an unlimited profit for yourself and unbounded satisfaction for your customers. They produce a paying collar business and popularize your store with the best trade. Because Arlington Collars look like pure white linen, wear better, do not turn yellow, or require laundering. Finest waterproofed linen collars on the market, made in six different grades, each superior to any other make at the same or any price. Send for samples of 1913 styles.

The Arlington Company
of Canada, Limited

58 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



"KING EDWARD" SUSPENDERS

Retail 50 C. Price



Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

Youth Demands Style and requires quality

The growing tendency of the young people of the present day is to select their clothing from the standpoint of style with little or no regard for quality. We have realized this and to avoid complications or unsatisfactory results we aim at supplying both style and quality in

Dominion Brand Sweater Coats



The exuberant spirits and natural strenuous activities of youth requires a quality that only the highest grade material can supply. This quality is always found in Dominion Brand. Our line is now on the road. It is worth waiting for.

A. BURRITT & COMPANY
DOMINION MILLS
MITCHELL -:- -:- ONTARIO

Checking Fire Losses in America

The Loss in the United States and Canada is much larger than in European countries, owing to legislative laxness and individual carelessness—Some appalling figures—Methods of prevention outlined—Buildings must be properly fireproofed and windows protected.

WHY is it that the fire loss in European countries is about 30 cents per head, while in the United States it is $3, and in Canada $3.07?

Why is it that Berlin's fire loss is about $200,000 a year compared to Chicago's $5,000,000, while Berlin only pays $300,000 for fire protection and Chicago pays $2,000,000?

Why does New York pay $5,000,000 for fire extinction and $18,000 for fire prevention, when the figures perhaps might be reversed?

These figures are approximately correct and the questions asked become of extreme importance, indicating as they do that there is something radically wrong with conditions in this country and the United States.

THE MERCHANT'S DANGER.

The danger of loss by fire is the greatest that the retail merchant faces. It is always pressing; a menace from which there is no escape. It is probably true, however, that few merchants actually realize that conditions in America are so bad and the figures in the accompanying article will serve as an eye-opener to many.

The merchant is vitally interested in the work now being undertaken to relieve conditions and reduce the fire loss.

What that something is was shown by Franklin H. Wentworth, secretary of the National Fire Protection Association, in the course of an address before the Manufacturers' Association at Toronto. Briefly, the excessive loss from fire in America is due to the carelessness and indifference of the people and the faulty methods of prevention arising out of this public apathy. A brief resumé of some of the striking points that Mr. Wentworth made will be interesting.

The first inkling of the enormity of America's offence in the matter of fire prevention filtered into men's minds about the time that a number of men got together in Boston to carry on a campaign for the standardization of sprinkling apparatus. Prosecuting their work, they ran into a most amazing labyrinth of difficulties arising out of the fact that there were no standards in the United States for anything. Wires could be put up anywhere or in any fashion. There were no rules governing the proper wiring of buildings, no regulations covering material to be used. Every building was more or less of a fire trap. Appalled at what they had found the members of the association saw that a wide field of activity lay before them—educating the American people to a sense of their danger and unpreparedness.

Mr. Wentworth told in a somewhat humorous vein of the difficulties they experienced. The people were indifferent almost to the point of being callous. Newspapers consigned the matter sent them very promptly to the waste paper basket. Finally, some newspapers have taken up the question and much good has resulted from the publicity given. Sensible ordinances are now being passed in a number of municipalities and it begins to look as though the immense yearly ravages of the fire fiend would be checked and, perhaps, in time stemmed.

A few facts quoted from Mr. Wentworth's lengthy and graphic address will serve to set forth the situation exactly as it stands today. The fire loss in the United States yearly has averaged $25,000,000 for the last twelve years. Brought down to fractions of time, every minute for the last twelve years has seen the destruction of property valued at $500. This has been due primarily to the fact that growth has been very rapid and natural resources have been seemingly inexhaustible. In the United States and in Canada, the need of conservation has not been felt and it is only within the last few years that any suggestion of the need has been heard. It is not hard to find whole tracts of land from which the timber has been stripped, left unused without any attempt being made at reforestation.

A still greater reason has been the almost inexplicable degree to which the carelessness of private individuals has been carried. In Germany, there is one place in the household where matches are kept, and one has to go to that place to get a match. In the American or Canadian household, matches are everywhere—on the kitchen table, on mantles, on dressers, in every old coat or vest in the place. If a man cannot put his hand out anywhere in the dark and find a match, he becomes indignant and disgusted. The result is that rats gnaw them, children play with them and fires are breaking out all the time which can be traced directly to the careless handling of matches.

But this is only one evidence of the average person's carelessness in the matter of fire. Men dump hot coals against board fences, they start bonfires near their neighbors' houses, sometimes—less frequently though—near their own. They send up

"DEACON" SHIRTS



Flannel Shirts For Fall

For Fall, 1913, we are showing a selection that excels our best efforts in former seasons.

Our Staple Lines are, of course, continued, but, the new attractive designs in Fancy Flannels, Wool Taffetas, etc., are only to be seen to be greatly admired.

High Grade Flannels are in good demand and we are prepared to meet the needs of the trade whose customers demand the best.

Made in all styles—closed or coat style body—with reversible, separate or attached collar.

At prices ranging from $9.00 to $36.00 a dozen—to suit all demands.

You owe it to your business to see our line before buying for Fall.

The Deacon Shirt Co.
BELLEVILLE .:. ONTARIO

Knit Goods FOR MEN

BEAVER BRAND



Style No. 4675

The Ballantyne Sweater Coats for 1913 show all the new ideas brought out for the coming season. Nothing is left out that will please the patrons of the store handling the famous Beaver Brand Knit Goods.

Our line for 1913 has been carefully arranged, and the standard Beaver Brand quality prevails throughout the range. Every number is a live wire value. Every style is a sure winner.

Write now for Samples

R. M. BALLANTYNE
LIMITED

Manufacturers of Beaver Brand Knit Goods

STRATFORD, ONTARIO

toy balloons which drip sparks of fire. They seize upon festive occasions as an excuse for introducing all manner of inflammable material into stores and houses. They smoke everywhere—and throw lighted matches around promiscuously and daringly.

Fire has become so common in America that it attracts no attention. In European countries, if a conflagration occurs which creates a loss running up into the hundreds of thousands, there is at once a demand to know how it came about that such a fire could occur, what were the reasons, how the possibility of similar fires should be dealt with, and so on. In America, hundred-thousand-dollar fires are so common that, if a man picks up a paper which does not contain word of at least two or three, he thinks the day's news dull and uninteresting. Public interest or indignation can be aroused nowadays only by a disastrous holocaust.

ALL MUST BEAR THE LOSS.

The most significant part of it is that the loss is borne by everyone. The tax is indirect but it is there. Manufacturers have to put a margin on the price of their goods to cover the possibility of loss by fire. When a person buys a piece of cotton, the price paid covers fire tribute to the extent of a certain percentage. When Baltimore and San Francisco were wiped out, the loss was not borne by the people of those two cities. Boston and Toronto are still paying for Baltimore and San Francisco; in the future Baltimore and San Francisco may pay for Boston and Toronto.

Statistics prove that the tribute paid per capita each year for fire losses is $3. If a collector came around on a blue Monday and demanded from the head of a family of five the sum of $15 to pay the family's share of the fire loss pater familias would be forcibly initiated into a belief of the seriousness of the matter. Nevertheless, every man is paying it just the same, year in and year out.

THE DANGER OF HIGH BUILDINGS.

Big cities are increasing the danger by the building of skyscrapers. New York is no longer a city—it is a disease. Towering buildings, reaching forty and fifty storeys into the sky, are increasing the fire risk materially. What could be done if fire broke out on the fiftieth storey of one of these skyscrapers? As a fire captain once put it, nothing could be done because firemen were not trained "to fight fire in heaven." This tendency toward high buildings is one of the most dangerous elements in the situation.

And the remedy? There is but one remedy and it is gradually being recognized and applied—Prevention.

The most important phase of measures of prevention is to have buildings properly equipped against fire. A properly fireproofed building will serve as a buckler, holding back the advance of even the most vigorous conflagrations and shielding other buildings from the flames.

New York—or any other city—could be made fireproof if the windows in all the buildings were protected. Flames cannot take hold on walls of metal, brick or concrete but they lap through the windows and catch on the woodwork within. A properly constructed building should have metal casings for the windows, standard shutters, metal screens and wire mesh for the windows. Roofs should be fireproofed. Only by such means is it possible to secure a reasonable degree of immunity from fire. New York has become so thoroughly aroused to her danger that metal shutters are being installed at the rate of 1,000 a week.

Season's Records Broken

Vancouver, Jan. 6.—Though money was somewhat tight at Christmas time, the consensus of opinion amongst the stores is that there never was a period in the history of Vancouver when there was such wholesale buying, not indiscriminately, but with a view to meeting the tastes of a large circle of patrons. It proved a time of harvest not only for the large concerns but also for the smaller dealers in the outlying districts of the city.

"We have not had such a keen demand," remarked the manager of Woodwards, when asked for a comparison between Christmas of 1912 and the same date of the previous year, "as there has been at the festive season of 1912. The tendency nowadays is not to make purchases down town, as so many persons think, but to patronize those smaller stores that are located in the outskirts of the city and who are not in a position to handle the large stocks that firms such as we are, do. The result is that it has been a boom time for us all."

When seen on the same subject Mr. Bishop, the manager of Spencer's, Ltd., confirmed what had been already stated by Woodwards. He added that to a great extent these small stores were the feeders for the districts in which they were situated and that they were in a measure dependent on them as distributors for their goods.

He emphasized the fact that at Christmas this had been exemplified in a manner that left no doubt of this and at the same time they helped to relieve the congestion in the down-town stores.

A satisfactory Christmas from every point of view is the tale told by the dry goods representatives despite the scarcity of money, or to be more correct, the want of circulation. Prices were well maintained all round. Needless to say, quality was well represented.



IMPERIAL BRAND PURE WOOL UNDERWEAR

Your stock will not be complete until you have selected a few lines from the Imperial Brand range of Pure Wool Underwear.

Imperial Brand is just a shade better than the best of other lines. It is the standard.

We are specialists in Men's Natural Wool, Men's Elastic Knit, Men's High Grade Imperial, Men's Double Thread Balbriggan.

Our line is now on the road and will be offered to you shortly.

Don't miss the opportunity to compare our values with others.

Present delivery orders attended to promptly.

Send for samples.

KINGSTON HOSIERY COMPANY

Established 1880

Kingston, Ontario

STAR BRAND EASTER NECKWEAR

The early Easter means the necessity for early Neckwear buying. Our representatives are out with a complete range of the new Easter lines and will call on you shortly. The range is well worth a few moments of your time taken in inspection. Have a look through.

OUR FALL UNDERWEAR

Is also in the hands of our travelers. Place your Fall underwear orders now. Star Brand values are hard to equal.

VanAllen Company

LIMITED

Hamilton, - Ont.

The Importance of Show Case Display



THE scope of the display trimmer's work has been considerably widened of late. There is now quite as much opportunity to display skill in the arrangement of interior units and showcase displays as in the trimming of the store windows. In the best stores, the contents of each showcase have been just as carefully arranging, with an eye to color blending and effective display, as the goods in the windows.

Showcase displays are window trims in miniature. Only smaller lines necessarily enter into the make-up, but each article has to be carefully placed and the trimmer has to take just as much care to perfect his general "ensemble." A showcase display often attracts just as much attention as a window trim. This is particularly true at this time of year, when the cold weather diminishes to some extent the usefulness of the window display. Customers who enter the store will always give attention to a clever showcase trim and many extra sales are effected thereby.

A splendid sample of a showcase trim is prsented in above. The arrangement here is very neat and artistic, neckwear lines being shown to good effect. The placing of the ties, while not new, is effectively done, a particularly good point being the puffed out ends to show the full width of each tie. A partial background is provided by the use of leaves and flowers.

The real merit of this display consisted, however, in the color scheme, and is thus not apparent in the picture. Harmoniously blending, the colors used fitting in together and made this display one of unmistakably artistic merit. It was trimmed by R. K. Dallamore, with Hickey & Pascoe, Yonge Street, Toronto.

TURNBULL'S
MAKERS OF THE FAMOUS "CEETEE" PURE WOOL UNDERWEAR

The demand for CEETEE Underwear is steadily increasing and we are working might and main to make 1913 a banner year in sales.

We are spending thousands of dollars in placing CEETEE Underwear before the public. We have created the demand and guarantee satisfaction.

If you have already sold CEETEE Underwear you must know the joy of handling a superior, guaranteed and well advertised product. Every sale is repeated year after year without effort on your part.

If you have not sold CEETEE Underwear this is your opportunity to stock it and secure your share of the big profits and customer satisfaction that attend the sale of CEETEE.

Our travelers are just starting out with a full line of all our CEETEE Underwear. They will demonstrate to you the CEETEE Underwear and guarantee.

Made in all sizes and weights for Men, Women and Children.

THE C. TURNBULL CO. OF GALT, LIMITED
MANUFACTURERS

GALT - - - ONTARIO 662

Also manufacturers of Turnbull's high class Underwear for Ladies and Children.
Turnbull's "M" Bands for Infants and CEETEE Shakerknit Sweater Coats.

Canada's Knicker House

Three factories devoted to the manufacture of

THE "LION" BRAND OF BOYS' KNICKERS AND BLOOMERS

With the facilities we enjoy in our three factories, we are in a position to turn out work consistent with the very highest values on the market.

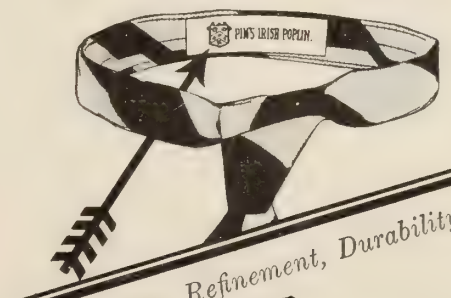
We are boys' knicker specialists, and as such give values that cannot be equalled in the trade in boys' knickers and bloomers.

Build your boys' business with the "Lion" Brand foundation.

The Jackson Mfg. Co., Clinton

FACTORIES:
CLINTON GODERICH and EXETER

PIM'S
IRISH POPLIN



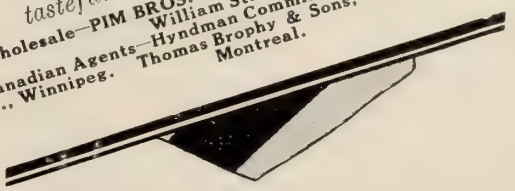
For Distinction, Refinement, Durability, select

PIM'S IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers, William Street, Dublin.

Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg., Montreal.



Advertising the January Clearance Sale

Some essential features of special sale advertising—Exaggeration should be avoided, but the copy should be prepared with a view to enforcing general attention—The importance of price quotations.

CHIEF interest will centre for some time now in the advertising of the special clearance sales which will be held in a great many men's wear stores. A special sale necessitates special advertising efforts. To attempt to stage a sale without investing a certain amount of coin of the realm in printers' ink is highly fatuous and short-sighted. The idea behind the sale is to stir up trade from everyday proportions and create a largely increased demand for certain lines. It stands to reason that if the dealer expects the public to take an enlivened interest in his store, he must do something to arouse that interest.

An important essential is that the advertisement should be made sufficiently conspicuous to attract the attention of everyone; and to achieve this result it will be necessary in most cases to use good-sized space.

Still there is no reason why the special sale advertiser should go to the extreme in this respect. It is a common practice for sale announcements to be written in lurid syle and printed in type of enormous size. The headlines seldom vary. Here are some of them:

Unprecedented Opportunity!
Selling Below Cost!
Immense Stock Reduction!

Advertisements of this nature often serve to defeat their own ends. They are too flamboyant in style and too heavy in construction. An exaggerated claim is never accepted at its face value. While the special advertiser must make a certain amount of noise in the commercial world, he need not become stentorian and raucous.

Yes, good-sized space should be used and bold type should be pressed into service. The announcement must "stand out." At the same time, the announcement should not be entirely lacking in dignity and, what is even more important, it should possess the elements of originality. Nothing original results when a man tries to write a headline which

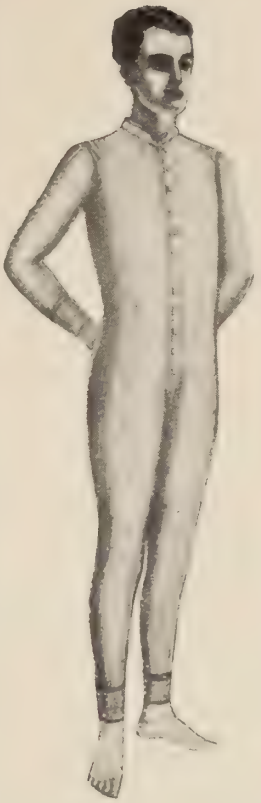


The chief fault to be found with this advertisement is from a typographical standpoint. The introduction of so black a letter in limited space (two columns wide) has given the advertisement a crowded appearance. In view of the small amount of reading matter, this could very easily have been avoided. Another fault is the introduction of several different series of type.

One objection to the copy used is that it is hard to follow. The printer is partly at fault for this.



This is an attractively made up advertisement which has dignity to recommend it to discriminating buyers. The heading, however, is lacking in strength inasmuch as it does not make clear the nature of the goods for sale. "Clearing sale of men's clothing" would have been more effective. The typographical appearance of the ad. would have been improved had a wider margin been allowed on both sides of the reading matter.



Dr. NEFF'S UNDERWEAR

Is Underwear Beyond Compare

IT has the fit, the finish, the wearing qualities, and, what is of supreme importance, the "feeling," which goes with a desirable article of wear. In short, it has those selling essentials which will bring business to your department.

Dr. Neff's Sanitary Underwear can be purchased in Ontario from MOSEY & URQUHART, Manufacturers' Agents, Toronto, and from J. W. PECK, Winnipeg and Vancouver.

The popular Maple Leaf Brand can be secured from all leading wholesale houses. This has been a favorite brand for the last four or five years, and it would be well to see samples before placing your order.



Thos. Waterhouse & Co., Ltd.

INGERSOLL ∴ ∴ ∴ ONTARIO

HAROLD F. WATSON, WELDON & CO., SELLING AGENTS
CORISTINE BUILDING, MONTREAL

Wreyford & Co. Romain Bldg., TORONTO

Wholesale Men's Furnishers

Dominion Agents for following Manufacturers

Young & Rochester, London

Shirts, Collars, Neckwear, Flannel Trousers, Blazers, House Coats, Travelling Rugs. Y. & R. Dress Shirts at $12.50, Dress Vests at $15.00 and $21.00; always in stock.

Tress & Co., London

High Class Hats and Caps. Specialties, The "Mascot" "Lothian" "Talma."

Best values in English Straw Hats.

Cohen & Wilks, Manchester

"Aquatite" Coats—proofed in the yarn—Homespuns, Gabardines, etc., for city wear, Motoring and Sports.

NOW IN STOCK

English Coat Sweaters with or without collar, Woollen Gloves, Knitted Silk and Wool Mufflers.

THE "FIT-RITE" SUSPENDER

Perfect Fitting, Comfortable Easily Adjusted at Five Different Points



This invention paves the way to a most satisfactory suspender business.
It combines comfort and durability in a practical and scientific manner that it has always proved a seller.
This brace is made of best quality elastic web fitted with heavily nickelled brass wire clips and Jap tanned leather ends. It is guaranteed against breakage. Gives perfect freedom of action.
Write re display rack proposition.
Write for prices today.
We make gent's garters, armlets, and all kinds of suspenders, and leather belts.

Made and Sold by

The Canadian Suspender Manufacturing Co.

92 PETER ST. TORONTO



On the whole this is a neat ad. with a good share of sales-making strength. The illustration is sufficiently attractive to arrest the eye. The quoting of prices is a strong feature of this advertisement and one cannot doubt that the announcement of clearance values had the desired effect.

The type arrangement is not all that could be desired, however. A headline right across the top would have added strength. The space alongside the cut could then have contained an announcement of the reason for the sale set in medium size type.

will impress on the public that the sale is to be wonderful and peculiarly epochal. Unable to find words to adequately tell of the stupendous bargains he intends to offer, he generally ends up with something like this:—

"Unprecedented Opportunity!"—set up in 96-point Mammoth.

Why not a sane statement of the real facts of the case. Originality can then be obtained and the announcement has more weight.

QUOTE PRICES.

It is, of course, absolutely essential that prices should be quoted. In a special sale it is the price which attracts. Prices should, therefore, be made the real feature of the advertisement. No amount of descriptive matter, telling of the great value of the goods, will take the place. Prospective purchasers want figures, not figures of speech.

USE ILLUSTRATIONS.

It is advisable to use illustrations. Cuts brighten an ad. and, in the case of a special sale advertisement, they help to make it attractive.

Travelers Hold Banquet

Montreal, Que.—With guests at the table of honor including some of the most prominent Canadians in public life in both political parties, the thirty-eighth annual banquet of the Dominion Commercial Travellers' Association December 23 at the Windsor Hotel, was made the occasion of addresses in which men of both political faiths vie with each other in expressing a common devotion to Canada and the Empire, and a common faith as to the high destiny which Canada is bound to assume within that Empire.

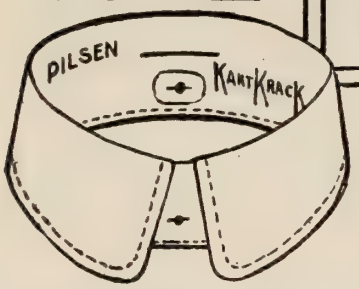
Tributes were paid by each man who spoke as to the great benefit to the Canadian national life wrought by the eight thousand Knights of the Grip who formed the membership of the association in penetrating to every city and hamlet of the Dominion, taking with them and scattering everywhere the results of their broader opportunities for acquaintance with social, moral and political questions. The suggestion by the Hon. J. D. Hazen, Minister of Marine, that they should move as an association to try to secure some means by which at election times they would be able to express their opinions at the polls whether the demands of business required their absence from home or not, was received with great applause. Four hundred attended the banquet.

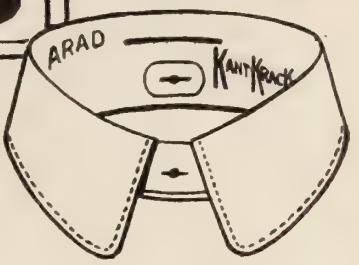
The chairman for the evening was J. B. Giles, and H. C. Wilkins acted as toastmaster. On either side of the chairman were Hon. Chas. J. Doherty, representing Hon. R. L. Borden, Premier of Canada, who was unable to be present, and Sir Wilfrid Laurier, leader of the Opposition. Others at the head table were J. M. Fortier, president of the Dominion Commercial Travellers' Association, Hon. Louis Coderre, Hon. J. D. Hazen, Herbert B. Ames, M.P., Hon. Geo. P. Graham, C. C. Ballantyne, Charles Gurd, retiring president, Lieut.-Col. A. E. Labelle, Captain Demers, L. M. Levine, J. N. S. Dougall, the last two representing the Canadian Manufacturers, A. Balski, representing the Chambre de Commerce Francaise.

Regina, Sask.—The men's furnishing store of J. W. Creswell, which has occupied its present stand on South Railway Street for several years, will remove into new quarters on Hamilton Street early in the Spring.

KANT KRACK

COATED LINEN COLLARS





Never Fail to Satisfy

The weak points found in many makes of waterproof collars are unknown in "KANT KRACK" because these points are reinforced in such a way that they are made really the strongest. There is satisfaction for the wearer in every "KANT KRACK" coated linen collar, satisfaction in appearance, comfort and wear. Allied with these is the no-laundry-bill point, which in itself is a big consideration to the wearer. Soap, water and sponge gives a clean collar always. *One grade only and that the best.*

(Made in Canada.)

The Parsons and Parsons Canadian Co.
HAMILTON -:- -:- -:- ONTARIO

"ARE YOU READY" FOR 1913?

Miller Brand Washable Clothing

Place your orders early for your 1913 stock of washable clothing, **and get the business of the best spenders in your town.** We make all the special clothing used by Barbers, Waiters, Cooks, Butchers, Dentists, Doctors, Bartenders and Porters.



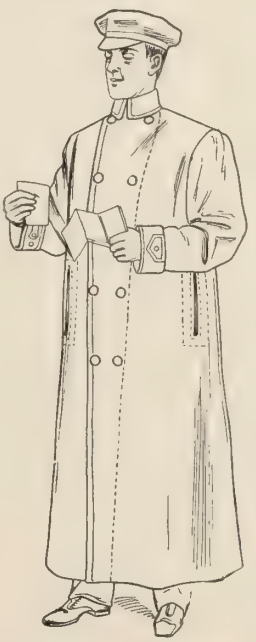
251

White Ducks, $9, $10, $12, $15 per doz.
Kahki - - - $11 to $15 "
Cream, Plain and Striped Serges - - - - $24 "

Full Dress Vests,
Fancy Vests,
Duck Band Uniforms,
Hospital Linen Supplies,
Club and Hotel Linen Supplies,



Abattoir Coats,
Surgeon's Gowns,
Ladies' and Men's Auto Coats and Dusters,
Duck Pants,
Carpenter, Butcher and Waiter Aprons



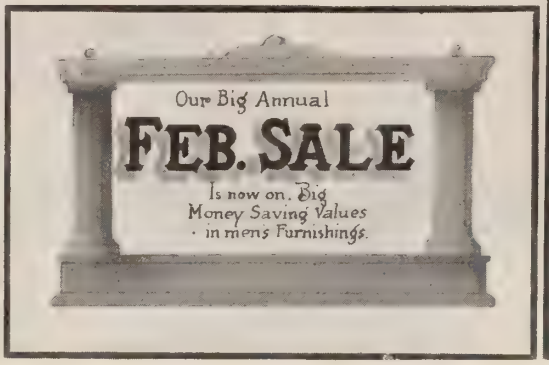
REPS and WATERPROOF
Grey, Brown, Fawn, etc.
S.B., - - - $18 to $36
D.B., - - - $30 to $60

MADE IN 5 GRADES
$10.50, $12.00, $13.50, $15.00 and $18.00 per doz.

We specialize on Militia and Cadet Uniforms.
Boy Scout and Girl Guide Uniforms and Accessories.
Anglican Choir Vestments and Geneva Choir Gowns.

The Miller Manufacturing Co., Limited, 251-253 Mutual St., **Toronto**







Samples of cards for use during February sales.

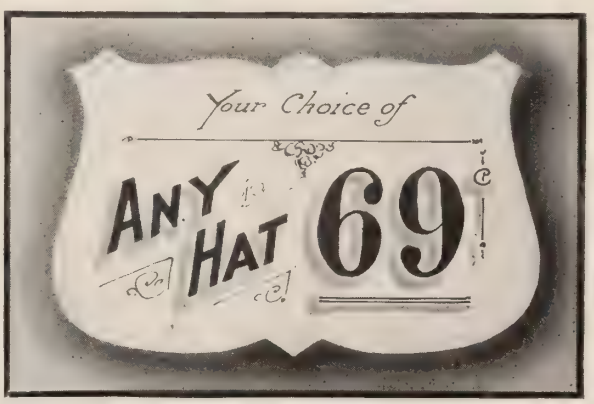
Showcards for Month of February

Making use of St. Valentine's Day – Odd lines can be cleared out by progressive methods—The mediums that will make store windows a strong selling force.

FRANK BOSTOCK, " The Animal King," once told the writer that one feature of good advertising was to take advantage of a situation or condition. Mr. Bostock was quick to see an unusual situation and equally quick to act in turning it to advertising advantage.

February is a sort of mid-Winter month, a sort of between-style-period that makes it difficult to advertise regular lines. But there is one little day in this month that can be taken advantage of and turned on the advertising wheel to possibly good results. That day is St. Valentine's. You will find it is possible to make a St. Valentine's window that is very attractive. The main feature of the decoration will be hearts. A large wooden rimmed heart can be made with the rim about 6 in. or 8 in. wide, leaving the centre of the heart clear. In this frame work, electrical light bulbs may be set. The woodwork of the heart may be finished in red, either paint or trimming material. The coloring and trimming of the window should be largely in red. On the heart rim and in the open centre may be shown ties, collars, gloves, handkerchiefs, shirts and other articles of men's wear. If the heart should be large enough, some special line of shirts may be displayed in the centre with a neat card hung immediately in the middle of these. On the wooden rim, between the lights, smaller articles may be displayed. Smaller hearts cut from red cardboard may be used judiciously in other parts of the window. On these may be put small articles of men's wear. Small price tickets cut in heart shape from red cardboard and lettered in white or black, will be very effective. Of course, this window is only good for a week at least. There are still three weeks more of February to be disposed of.

As this is a kind of between season month, would it not be wise to get rid of any of the hanging lines of Winter stocks to make room for Spring lines? There will be Winter gloves, underwear, scarfs, caps, Winter styles in hard hats and other lines that had better be gotten rid of now than later in the season. Divide the other three weeks up between these lines and reduce the price so they will go out rapidly. Call it a "February Sale," "Clearing Sale," "Odds and Ends Sale," or some other good name. Make use of plenty of good window cards and price tickets. We offer a few suggestions in designs and wording, but any of these may be changed to suit your own particular needs. The 75c card will answer nicely for a shirt window when the goods are all one price. This is distinctly a valentine card. The heart is made in red with a black background shading. The



A suggestion for a neat card.



Manly Gloves, manly appearance, manly feel, manly wear

TRADE MARK

THOUGH fine in appearance and of elegant finish, "Perrin's Men's Gloves" never have that effeminate appearance that is often noticed in men's fine gloves. "Perrin's" Men's Gloves are purely mannish in style, feel and wear.

The trade of the glove-particular man is a very desirable trade to cultivate, for men who are careful in their glove selection are particular about their choice of other clothing and accessories, and price is little or no object.

"Perrin's" Gloves range in price from $1.00. Beware of imitations.

Sell "Perrin" Gloves for Profit and Satisfaction

PERRIN FRERES & CIE.

28 Victoria Square - - Montreal



Business Builders

Every Glove and Mitten

bearing the "Asbestol" stamp of QUALITY and WORTH can be relied upon to develop a permanent customer.

A special tanning process—exclusive with us—renders the leather soft and pliable, making the "Asbestol" gloves and mittens proof against the ill effects of steam, water and heat.

Your jobber will gladly supply full information concerning scores of good "feature" ideas well worth consideration.

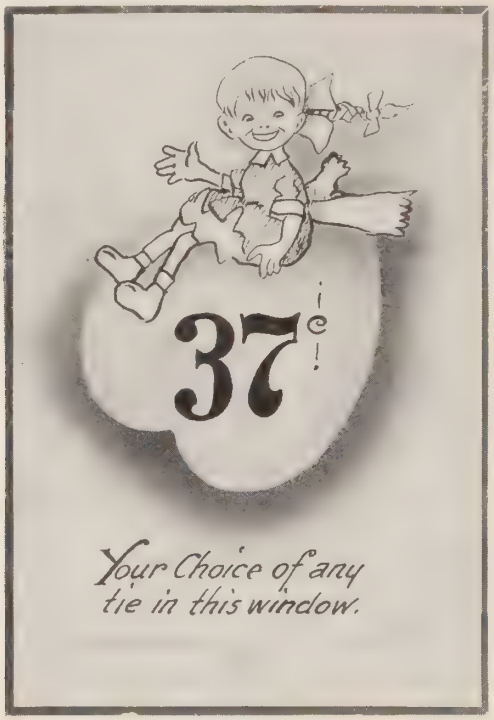
(Glove shown here is No. 933 at $9.00 per dozen).

EISENDRATH GLOVE CO.

CHICAGO, ILL.

arrow can be made in white. The small lettering is black. The figures can be either in black or white and shaded in some subdued color.

The 37c card is a "Tie" card, but can be adapted to any other line. Coloring is the same as the 75c card, but the youngster can be multi-color in make up—red, yellow and blue worked in to your own liking.



A comic card to be used before St. Valentine's Day.

The February Sale card is an air brush design. The columns are in grey stone color. The words, "February Sale," are in red and shaded in grey. Other letters are in black.

The glove card may be done in colors to suit your own taste. The card becomes very effective if cut out around the figure.

The 69c card is a shield design done with an air brush. The lettering and figures in red and shaded in grey.

By adapting these ideas in some measure to your February trade we think you will find them beneficial.

Modern Garb for John

Chinese edict commands men to dress according to Occidental ideas—Women must abandon trousers and dress as the women of Western civilization do.

President Yuan Shih Kai of the new Chinese Republic has ordered the trousers off 120,000,000 women between Pekin and the Yang-tse Kiang and at the same time has forbidden 200,000,000 men, excluding mandarins and scholars, from wearing skirts.

This is a topsy-turvy world. Nearly 10,000 women in the United States are committed to the exactly opposite theory of dress. These supposedly most advanced of hygienic dressers want some form of bifurcated garment for the women of the United States.

Now the oldest civilization in the world abandons its long-time adherence to skirts for men and trousers for women, and issues an official edict compelling Chinese men and women to dress in the occidental fashion.

HERE'S THE EDICT.

Here are extracts from the edict issued by Yuan Shih Kai and placed in the hands of Yung Yew, Chinese Consul at San Francisco.

HATS—Men shall wear the hat known as "derby" for informal dress, and the hat known as "stovepipe" for formal dress.

SUITS—Men shall wear such clothes as are known in other countries under the style of "business suits," for informal dress, and shall adopt the dress known as "full" for formal occasions.

SHOES—Men shall wear "shoes" as worn with the aforementionad clothing in occidental countries, to wit: Low tan shoes, high calfskin or other leather shoes, or patent-leather shoes for "full" dress.

Here is a synopsis of the edict as it concerns women:

HATS—None prescribed.

SUITS—Women shall wear "house gowns" designed upon similar lines with a view to comfort and utility for household uses.

FORMAL SUITS—Women shall wear for ordinary receiving the garment known as shirtwaist and skirt, commonly used in occidental countries.

DRESS SUITS—Women shall wear moderate negligee for ordinary evening functions and full evening dress for attendance upon state functions.

SHOES—Women shall wear shoes instead of native footwear, said shoes to be in conformity with the occasion's demand and with a view to consistency in habit.

Thessalon, Ont.—S. C. Bateman, men's furnisher, is moving to Lethbridge, Alta.

Claresholm, Alta.—C. J. Braren is holding a stock-reducing sale in men's furnishings—the second in eight years. He has taken two full pages in the local paper to advertise the event.

Vancouver, B.C.—A deal has been consummated whereby James G. Potts and Stanley McLeod have become proprietors of the old-established men's furnishing business formerly known as the J. Danaher Co., Ltd., with premises located at the corner of Pender and Granville.

Spring Nineteen Thirteen

THE dyers' strike in France just settled. The dyers' strike now on in England added to the congested state of the market, the higher prices for all raw materials makes this a most difficult season to cater for.

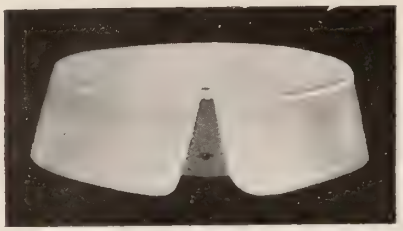
In face of these disturbances we would strongly advise anticipation for a good, long time ahead as no matter how soon these unfortunate delays come to an end, it will mean very late deliveries and higher prices.

We have large stocks on hand in every department and have been very fortunate in our arrangements with dyers and finishers outside of those affected by the strike, so that we should be of more than usual value to makers and dealers in all kinds of woollen fabrics for both men and women.

Nisbet & Auld, Limited

32 & 34 Wellington St. W. - - - Toronto

S. D. COLLARS



Are Gaining Ground Every Day

because of their stylish, real-linen appearance, their comfortable fit, and their great durability.

They are real linen collars with the laundry bill omitted. They are just as serviceable as rubber collars without the breakage and odor. Made in three qualities.

Linolo (Interlined)	**at**	**$2.00 List**
Lima	**"**	**" 1.50 "**
Peerless	**"**	**" 1.25 "**

Made in linen, gloss and dull finish. Sizes, 12-18.

Write for catalog and discounts to-day.

The Smith-D'Entremont Co., Limited
1475-77 Queen Street West - - Toronto

Every Ambitious Merchant



SHOULD READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE $2.50

All Orders Payable in Advance.

TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
143-149 UNIVERSITY AVENUE :: TORONTO

The Financial Situation

THE latter part of 1912 was characterized by tightness in the money markets. Some were inclined to read into the financial situation evidences of impending depression. The tightness was due, however, to many causes and was not in any sense the result of unsound industrial conditions.

There is to-day evidence a plenty that the year 1913 will be extremely brisk from the standpoint of trade and commerce. Nevertheless, it is anticipated that there will be no marked improvement in financial matters. There is every reason to believe that money will continue scarce, due to the excessive demands which will be made. The financing of the war in the Balkans will create a strain on financial resources which will be felt in the sources upon which Canada leans to a great extent for financial assistance.

Another reason—and an important one—is the fact that the crops have not brought in the volume of money that was anticipated. United States crops broke all records for size and yet, contrary to all expectations, the increase in gross value over the 1911 crops is only 1.2 per cent., according to estimates of Bradstreet's.

Back of these outstanding reasons, looms up the all important fact that costs of living have increased enormously. This has reduced the margin of savings and, as the immediate result, has limited the amount of capital available for investment. In Canade there is reported to have been a decrease in savings deposits during the last few months, a significant sign of heavy individual expenditure. This tendency keeps money in circulation and stimulates trade, but the pinch is felt when it comes to financing the developments which increased trade necessitates.

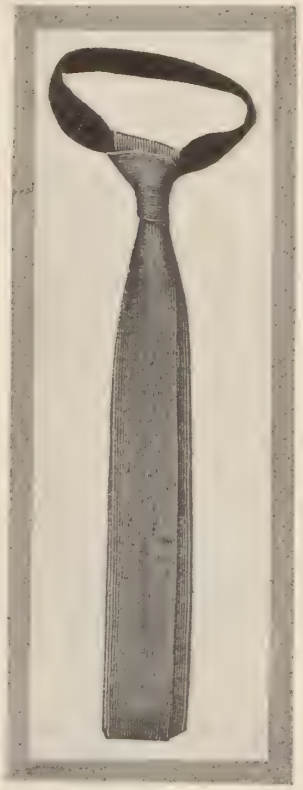
Financial authorities are predicting a year of comparative financial tightness, but are not drawing gloomy conclusions therefrom. A writer on The Financial Post says: "I believe the experience of the year 1913 will prove salutary with well-managed Canadian businesses. We have to some extent passed the stage of novelty in Canada's great development, and seem more in the mood for sober second thought, and so it would seem that, on the average, business methods and projects will be thought out rather more coolly than they have been —an influence which should be favorable both to stability and net profits. I hope it will not be a boom year."

Undoubtedly there is nothing to fear. On the contrary the financial situation may bring splendid results in elimination of "wild-catting" and the rash speculation which financial freeness frequently creates.

The Early Bird

EASTER NECKWEAR

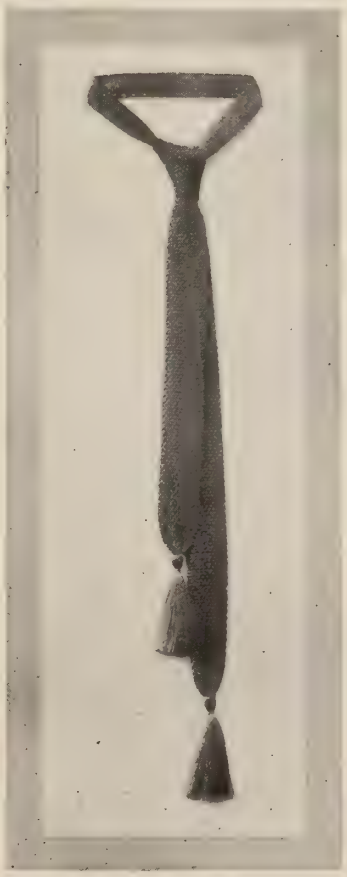
A good many merchants will underestimate the closeness of Easter this year. Sixty-two years have lapsed since Easter came as early as the 23rd day of March before. This means then the Easter buying must be done at least two or three weeks in advance of other years. Don't be behind. Be an early bird. Our exclusive range of Easter knitted neckwear is a real surprise. We have a most complete showing of men's and women's ties in all styles and shadings.



The Men's Knitted Tie of Excellence



Women's Dainty Knitted Tie —The Gillies



THE MUFFLER FOR NOW

Several months of muffler selling is still before the merchant, and if the usual Canadian weather prevails, as it usually does after a mild beginning, there is bound to be a big demand for the knitted muffler. The "Gillies" Knitted Muffler is a real live issue in the muffler world.

The A. J. Gillies Manufacturing
COMPANY
FORMERLY
Laces & Braids Manufacturing Co.
121 PRESCOTT AVE., TORONTO

A Modern Force in Business

ADVERTISING has established a new order of things in commerce. It has become a mighty power in business progress; a complex yet comprehensive transmitter of many parts for the distribution and selling of merchandise and service.

Its function is fivefold:

To enlighten or educate—to create new wants or to satisfy old ones—to protect and foster legitimate enterprise—to establish a medium of understanding between buyer and seller as a basis for mutual profit and advantage—to prescribe an economical price and the maintenance of a fixed standard of quality.

None know better than the buying public how well these functions have been fulfilled.

Modern advertising has given us an insight into various manufacturing processes. The producer has taken us, the consumers, into his confidence and told us just how his mince meat, his flour, his clothing, etc., is made. We know why certain things should or should not be. Advertising has told us—broadened our understanding and guided our judgment.

Modern advertising has enabled us to unlock the treasure house of the world's divinest melodies through the medium of the player-piano. The motor car has lengthened the business day and brought the fragrant countryside to our door. Men shave in comfort in ten minutes where they used to take twenty. A magic bottle provides us with cold drinks with the weather at 90 degrees or gives us a warm beverage when Jack Frost dips at 40 below.

Modern advertising has elevated the standard of business ethics. It protects the manufacturer from unscrupulous competition and the consumer from base imitation. It conserves trade—extends business—creates good will. It enables the corporation, the manufacturer or private individual on trial to take his case directly to the public, and to secure the public's judgment on his policy or character based purely upon their respective merits.

Modern advertising has opened up new opportunities to the oppressed and poor of far-off lands. It has turned an unceasing tide of immigration to new countries. It has developed nations, and made the name of the New World a promise of better things among the people of the Old.

All this advertising has done and will continue to do. It is the ever-increasing influence for the advancement of mankind—the most potent, indeed, of the many forces influencing human action.

Advice regarding your advertising problems is available through any good advertising agency or the Secretary of the Canadian Press Association, Room 503, Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write if interested.

THE next issue of Dry Goods Review will feature Knitted Goods.

Advertisers should get their copy in early to secure good position in this issue.

Forms close January 29th.

Condensed Advertisements

BUSINESS CHANCES

FOR SALE—DEPARTMENTAL STORE ON main line of C.P.R., population twelve hundred. Government has promised to make this the railroad centre of eastern Saskatchewan. Survey for G.T.P. into the town now in progress; C.N.R. promised. Population of town will double in two years. The only departmental store on the main street, and only one other opposition in the town. Sales last year almost eighty thousand dollars, have been over a hundred thousand. Under good management can be brought back to that figure. Business owned by a wholesaler. Ten thousand will handle. Terms on balance can be arranged to suit purchaser. Building leased at low rental or bought on reasonable terms. Stock about twenty-five thousand. Price eighty-five cents. Apply Gallagher & Co., Moosomin, Sask.

FOR SALE—ONE OF THE BEST MEN'S furnishing, ready-to-wear, special order business and tailoring business in the best town in Western Ontario, controlling some of the best agencies. Turnover $25,000. Can be increased to $35,000 on a $9,000 stock. Best stand and rent easy. Address Box 200, Men's Wear Review.

AGENCIES WANTED

AGENCIES WANTED FOR SIDE LINES IN gent's furnishings or other special lines by responsible and experienced men. 401 Rogers Block, Vancouver, B.C.

FOR SASKATCHEWAN — Agencies for store fixtures and fittings of all kinds. Also fixtures for Department Stores, Office Buildings, Banks, Schools, Churches, and Theatres. We cover Saskatchewan three times a year, and work the larger cities all the time. North-West Specialty Company, Saskatoon.

SITUATION VACANT

WANTED — FIRST-CLASS EXPERIENCED woman as assistant manager for women's specialty store, Toronto. Must have knowledge of cloaks, suits and dresses. Splendid opportunity for applicant of ability, good personal appearance and high character. Apply, stating experience and salary required, to Box 123, Dry Goods Review, Toronto.

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Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

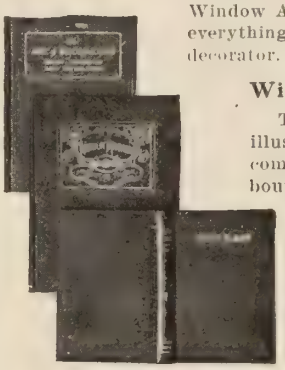
Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.

The Art of Decorating Show Windows and Interiors

The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, postpaid $3.50

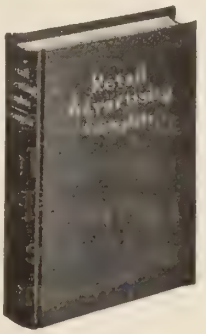


Window Trimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

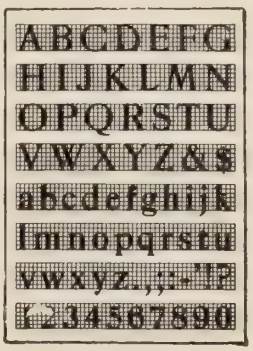
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding..$2.50



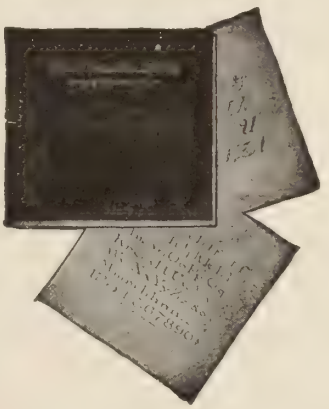
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them.$1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid, ... $1.50



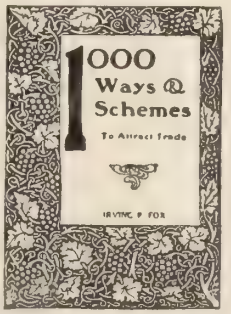
50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject, and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

1000 Ways and Schemes to Attract Trade

A book that swells sales and increases profits. There has never before been published a book like this. It gives brief descriptions of over 1,000 ideas and schemes that have been tried by the most successful retail merchants to bring people to their stores and to sell goods. If you try a scheme every day, there will be in it enough separate and numbered suggestions to last you nearly three years without repeating a single one. A few of the ideas in one chapter: An Anniversary Scheme with Excellent Points—A Sign That Made Money for its Maker—Advertising Dodge and Clever Salesman—A Contest that Boomed Trade—Giving Unique Publicity to a New Department—A Baby Day that Drew a Crowd—Money Makers in Many Different Lines Plan for Introducing a New Brand of Goods that Proved a Winner—Artistic Ways of Displaying Goods—Days Devoted to a Particular Class of Customers—Many Window Trims Out of the Ordinary—In this chapter are seventy-four separate and distinct ideas that have been successfully carried out by as many different merchants. **There are 13 more chapters and 934 more schemes just as good as these, 208 Pages 9½x7, and 180 Illustrations. Printed on the best white paper and bound in a handsomely ornamented cover. Price postpaid, $1.00.**



All books sent postpaid on receipt of price.

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

A Complete Tailoring Department

HOW TO GET IT

WITHOUT investing one dollar you can add a complete tailoring department to your store, and double your profits in the clothing department.

THE Art Clothes selling outfit for Spring is certainly a complete department. It consists of over 350 large Samples in Book or Swatches, Fashion Portfolio, eight handsome Window Style Cards, six Window Phrase Cards, Ad Book, Measurement Blanks and all necessary equipment for taking orders.

AFTER providing for over one hundred names on our waiting list that could not be supplied last season, we still have a limited number of outfits for Spring.

THERE is no charge for samples, the only cost to merchant is express charges.

THIS splendid selling outfit is backed by clothes that are really hand tailored and are absolutely guaranteed to fit and give satisfaction. Made to retail from $18.00 to $50.00.

IF Art Clothes are not represented in your town and if you are—or want to be—the leading men's wear store, write us for particulars. Samples ready to send out now.

The Art Tailoring Company
Toronto LIMITED Canada

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

This TRADE MARK



Guarantees Highest Quality

REGD. TRADE MARK

You can buy your Nets direct from the oldest Net Manufacturers in the World

John Heathcoat & Co.

LONDON, :: :: :: :: ENGLAND

Patentees of the first Lace and Net Machine in 1808

SILK	Illusions Toscas Veilings Dewdrop Nets	**SILK**	Brussels Nets Dress Nets Tucked Nets Alencon Nets

Also Fine Cotton Nets

Makers of the Famous Heathcoat Waterproof Maline.

STOCK CARRIED BY

A. B. FISHER, 64 Wellington Street West, **Toronto**

SOLE CANADIAN REPRESENTATIVE

Head Office and Salesrooms: 13 Ironmonger Lane, Cheapside, E.C.
Factories at Tiverton, Exeter and Cullompton, England

DRY GOODS REVIEW

FEBRUARY 5TH 1913

VOL XXV No 3.



FEATURING KNITTED GOODS.

TRADE The Sun Bleaches MARK
"OLD BLEACH"

Exquisite Linens for Spring Selling

Linens With Life, Linens With Style

An "Old Bleach" linen display will need no recommendation above the fact that it consists of linens that have been bleached in the "Old Bleach" way. All merchants and salespeople know what this method of bleaching is and the results obtained by it. Back in "Old Ireland," in the mist-laden atmosphere, "Old Bleach" linens will be seen stretched over acres of green sward bleaching in Nature's own way. This method leaves the linen snow-white and deliciously fresh, without causing the smallest injury to the fabric. "Old Bleach" linens are full of life, and are made in the newest and most attractive styles for 1913 selling.

R. H. COSBIE, LIMITED

IRISH LINEN AGENCY

30 WELLINGTON STREET WEST - - TORONTO



ROOSTER BRAND

Supposing you have any worries over

White Duck or Khaki Garments

We can alleviate your sufferings.
We are Specialists

Robert C. Wilkins Co.,
Limited

Soft Shirts Men's Pants White Coats Overalls, etc.

Business Office and Factory, **Farnham, Que.**
Montreal - 501 New Birks Building
Toronto - Room K, Toronto Arcade

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application.

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

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1913

MAKE THIS A Record Year IN YOUR BUSINESS

HOW?

By making your selection from the largest and most complete range of Dry Goods in Canada.

IF our travellers have not already booked your orders let us know when you will be ready to look through our range, and our regular or special men will call on you.

COTTONS

GREY AND WHITE COTTONS, FLANNELETTES, GINGHAMS, WRAPPERETTES, special value in all lines.
See our LEADERS.

SMALLWARES

EVERYTHING you require in smallwares, and all money-makers for you.

EMBROIDERIES

The most important stock house in Canada in Embroideries. We were in the market at the most favorable time the past buying season, and secured many attractive Job lines in Embroideries.
Call on us, see our travellers, or write us for any description of Embroideries—all up-to-date numbers.

LINEN DEPARTMENT

Special Values in Plain and Fancy Huck Towellings, Irish and Scotch Crash Towellings. Complete assortment of White and Colored Turkish Towels, all at old prices.

MEN'S FURNISHINGS

Our travellers are carrying a complete range of Fall lines. **Do not buy until you examine our offerings.**
This advice is valuable.

READY-TO-WEAR DEPARTMENT

We draw particular attention to our range of Ladies' Blouses. The very latest designs. Creators of business wherever shown.
Our special Gingham Dress for Children 6 to 12 years of age at $9.00 is a wonderful seller.

GREENSHIELDS LIMITED

MONTREAL

Sample Rooms in all the Principal Cities and Towns of Canada

EVERYTHING IN DRY GOODS

"Debenhams for Novelties"

Spring



1913

THE SEASON'S SILKS

The fashion for rich silks continues strong, both for day and evening wear. The satins are of the dull surface or charmeuse character. Such qualities as our Satin Diana, Satin Veronique, and Satin Patricia, are most popular; crepe-de-chenes are much in favor, also silk and wool crepes and Ninons in plain colors and printed designs.

THE SEASON'S COLORS

Bulgarian colors will take first place, both for

MILLINERY AND TRIMMING

The other popular shades to be shown are:

GOLD, PORCELAINE, BRIGHT YELLOW, LIME, DAHLIA, CORAL, PURPLE, CERISE AND EMERALD.

You are cordially invited to visit our warehouse and see our collection of

THE SEASON'S NOVELTIES

DEBENHAMS (CANADA) LIMITED

BAY AND WELLINGTON STREETS, TORONTO

Spring Millinery 1913



Our Spring Opening Will Take Place Monday, March 3rd

IN OUR MONTREAL WAREHOUSE

We will show the most exclusive collection of PARIS and LONDON HATS, STRICTLY IMPORTED. In addition we carrry a full line of MILLINERY NOVELTIES, HATS, FLOWERS, FEATHERS, ETC., ETC.

Ready for early buyers February 10th

Quebec and Ottawa opening Dates March 10th

DEBENHAMS (CANADA) LIMITED

18-20 ST. HELEN ST., MONTREAL

Wm. Anderson Zephyr

MADE IN SCOTLAND

has a larger sale than any other similar fabric in the world.



¶ Your wholesale dealer will show you a larger range of designs than ever before, embodying the latest word in Gingham styles. ¶ To insure delivery place your order at the earliest opportunity.

Wm. Anderson & Co., Limited

PACIFIC MILLS, Glasgow, Scotland

"Kindergarten"
FOR BOYS AND GIRLS

FOR BOYS' PLAY SUITS & ROMPERS
GIRLS' SCHOOL FROCKS
WOMEN'S HOUSE DRESSES

ANDERSON'S "KINDERGARTEN" CLOTH

Specially Constructed for Hard Wear
A Popular Retailer
Can be Ordered from any
Canadian Wholesale House

WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND

HORROCKSES' FLANNELETTES

Are Made From Carefully Selected COTTON

The nap is short and close, no injurious chemicals are used

QUALITY, DESIGNS AND COLOURINGS ARE UNEQUALLED

If purchasers of this useful material for Underwear all the year round would buy the best English make, they would avoid the RISKS they undoubtedly run with the inferior qualities of Flannelette.

See the name "HORROCKSES" on the selvedge every two yards.	ANNUAL SALE upwards of TEN MILLION Yards.

Horrockses, Crewdson & Co., Ltd.

Manchester and London, England

STIFEL'S INDIGOS

ESTABLISHED 1835

The standard for over 75 years for making Overalls, Uniforms, Shirts and Coats

FOR the protection of the trade and in order that all dealers and consumers may know the genuine Stifel Pure Indigos from imitation and unestablished brands, the Mill are now printing their name on the back of all their Indigo Drills, Prints and Denims. The name will appear in dotted lines, forming the name Stifel, as fac-simile shown below.



Best for over seventy-five years, but no more expensive than the ordinary kind.

For the genuine Look for this name on the back of the Cloth of your garments.

TRADE MARK—Registered

Stifel's Indigos have been manufactured for over seventy-five years and have been continuously on the market all of that time. They received the gold medal award at the St. Louis Exposition and are recognized by the trade as the standard and best Indigos made. The manufacturers guarantee them not to break in the print and to hold their beautiful, brilliant blue color longer than any other fabric. They are sun-proof and tub-proof and while soft and pliable, are easy to wash. They are constructed for durability and strength and wear like leather.

LOOK FOR STIFEL'S NAME ON THE BACK

Manufacturers

J. L. Stifel & Sons

Selling Agents

Franklin Mfg. Co.

260 Church St., NEW YORK

SALES OFFICES:

Toronto	14 Manchester Bldg.
Montreal	10 Hospital St.
New York	260-262 Church St.
Baltimore	114 W. Fayette St.
St. Louis	426 Victoria Bldg.
Philadelphia	839 Market St.
Boston	68 Chauncy St.
Havana	Cuba
San Juan	Porto Rico
Port of Spain	Trinidad, B.W.I.
Chicago, Ill.	Jenkins, Kreer & Co.
St. Joseph, Mo.	Harry L. George
Kansas City, Mo.	Harry L. George
St. Paul, Minn.	Wm. C. Motter
Winnipeg, Can.	Stuart M. Campbell
San Francisco, Cal.	Chas. H. Bradley

This TRADE MARK



Guarantees Highest Quality

REGD. TRADE MARK

You can buy your Nets direct from the oldest Net Manufacturers in the World

John Heathcoat & Co.

LONDON, :: :: :: :: ENGLAND

Patentees of the first Lace and Net Machine in 1808

SILK	Illusions Toscas Veilings Dewdrop Nets	SILK	Brussels Nets Dress Nets Tucked Nets Alencon Nets

Also Fine Cotton Nets

Makers of the Famous Heathcoat Waterproof Maline.

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A. B. FISHER, 64 Wellington Street West, **Toronto**

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Head Office and Salesrooms: 13 Ironmonger Lane, Cheapside, E.C.
Factories at Tiverton, Exeter and Cullompton, England

McIntyre's

THE SPECIALTY HOUSE OF CANADA

Our representatives are now showing for FALL—

Tréfousse Kid Gloves

Rouillon Kid Gloves

Crown Glove Co.'s Lined Gloves and Mitts

Fabric Gloves of Every Description

Scotch Knit Seamless Gloves, the Best Made

Corona Mills and Wolsey Underwear

Hosiery and Half Hose in Silk, Cotton, Lisle and Worsted

Sweaters and Fancy Woollens for Men, Women and Children

A Complete Assortment in Every Department

YOUR ORDERS RESPECTFULLY SOLICITED.

McIntyre Son & Co., Limited

MONTREAL and WINNIPEG

OFFICES IN

Halifax Ottawa Toronto Calgary
Quebec Peterboro London Vancouver

European Offices : Manchester Paris Chemnitz

Increased Their Business $15,000 in One Year

With Brenard Manufacturing Co.'s Business Getting Plan

Ward-Coppage increased their business $15,000.00 in one year over the same period of previous year by following the detail of a plan that we have perfected for retail merchants—a plan that will increase their businesses without their being obliged to cut their regular prices one cent.

Amsler & Co., with the same plan, took in $9,236.35 in two days.

Mr. Garber took in $3,325.00 in cash in one day in a town of only 625 population.

Mr. Clark says our plan produced him the largest day's business in the history of his store—over 40 years.

Merchants Are Reordering Our Plan

B. C. Sham in writing us on the 10th of last month, says: "My contest closed December 31st with the largest day's sales I ever had, and I consider it a winner from every standpoint. I cannot praise your plan too highly and as appreciation of same I am to-day placing my ordering with your Mr. Price for another one of your plans to stimulate my trade during this dull season."

O. A. Colvin, in writing us the other day, says: "I used your plan last year. The results proved so satisfactory that I have this day placed my order with your Mr. Eastman for one of your other plans."

Our Plan Gets Hundreds of People Directly Interested in Your Store

it has this army of people hustling for you it has them urging their friends and neighbors to trade at your store. And it keeps them hustling for you six solid months or more.

With our plan you can make dull Wednesday a bigger day than busy Saturday. You can make slow January and February the biggest months in the year—and do this without cutting and slashing prices—you can get this big business at regular prices. You can work off slow sellers and old goods at full selling price.

In other words, our plan eliminates the necessity of putting on a cut-price sale and throwing your profits away.

And you need not hold a cut-price sale even though your competitor does—even though he cuts the very life out of prices. Our plan will get you the business. You will sell all of your goods at regular prices for cash, while your competitor carries the absolutely-necessary-charge accounts at cut prices.

Our Plan Overcomes all Competition

The manner in which the most minute detail is worked out our plan will stop people from patronizing catalogue houses.

It will stop people from patronizing soap clubs.

It will stop people from patronizing box car merchants, peddlers, etc.

It will overcome the trading stamp evil.

It will stop people from patronizing transient merchants men who come into your town with a bankrupt stock, salvage goods or fire goods.

It will stop people from patronizing them, no matter how enticing or attractive they make their bargains.

In fact, you can overcome any kind of competition with our plan.

Long ago we found out that we had to have a complete detailed plan for every condition, so if you will tell us the kind of competition you have to overcome we will show you a plan that will overcome it. We have done it hundreds of times for others and can do it for you.

Warning **Brenard Mfg. Co. is NOT operating under any other name.**
This statement is deemed necessary as recently our attention has been called to the fact that firms under other names with similiar propositions to ours have claimed connections with us.

How Our Plan Works

The small merchant can increase his sales just as easily as the large merchant with our plan, the details of which are so worked out as to appeal to the selfishness of people, and you know as well as we do that every human being is intensely selfish. If he thinks he is going to get something for nothing he will not only buy more goods than usual, but will tell all his friends and neighbors about the big advantage of buying all their goods from you.

The advantage of this plan is that it so centers the customer's attention on getting something for nothing at some future time, that he loses sight of present values and pays you your regular price and glad of the opportunity.

Maybe you carry a $20,000 stock and maybe you don't. Goods are easily bought; as our plan brings in the actual cash, you pay your bills and get the discount.

You buy a bill of goods on the first of the month they are seasonable—our plan will sell them—will turn them into cash before the bills come due—you pay the manufacturer or jobber his share and you bank the balance, which is profit. This profit you have made without investing a cent. You make it off of the other fellow's capital.

We Protect You

If you accept our proposition we will agree not to sell it to any other competitor in your town as long as you remain our customer. If you desire to increase your business with our plan, do not delay writing us. If you do delay, it may be that your competitor will already have secured our service. We will close the deal with the first merchant who wants it in your town. Address

BRENARD MANUFACTURING COMPANY

Iowa City, Iowa, and Chicago, Illinois, U.S.A.

What others are doing, you can do

Merchants all over the country
are increasing their sales of the

Standard Pattern

Ask *them* about Standard. Then
write us about the "Pattern
that gives Satisfaction."

Standard Fashion Company
68 Duchess Street - - Toronto, Ont.

NOVELTIES

Our Special Showing

of Spring Novelties is now being offered to the trade by our representatives. It has been selected with a two-fold purpose —to allow you a liberal profit and to attract your customers by its very evident good value and up-to-dateness. These two important points, wherever found, warrant a consideration from all.

A most complete range of

Ladies' Belts,
Ladies' Collars,
Frillings,
Dress Trimmings
and
Laces and
Insertions, Etc.



John M. Garland, Son & Co.

OTTAWA, CANADA



Your Figures Don't Show the Profits You Have Lost

You know how much there is in your cash drawer, but you do not know how much there should be.

Your book shows the total sales charged, but you cannot tell if any have been forgotten.

This is because your system does not give you a positive check on the business of the day.

A National Cash Register shows how much should be in the cash drawer, and stops forgotten charges.

It records the total business done by each clerk, the charge sales, bills paid and money received on account. From its adding counters and printed sales-strip you can secure positive information about every transaction of the day.

It is the only system which will stop mistakes and losses and insure your getting all your profit.

Write For Free Booklet

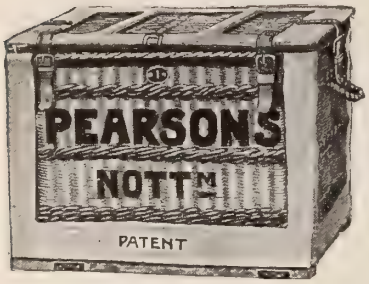
The National Cash Register Company, Ltd.

285 Yonge Street, - TORONTO

Canadian Factory, Toronto

PEARSONS' BASKET FACTORY, NOTTINGHAM ENG.

92 Years Experience



PATENTED HARD-WEAR PROTECTORS.

THOUSANDS IN USE IN ALL COUNTRIES

WATER PROOF INDESTRUCTIBLE

BEST VALUE OBTAINABLE

ILLUSTRATED CATALOGUE FREE

WESTERN ASSURANCE COMPANY

Incorporated 1851

FIRE AND MARINE

HEAD OFFICE, TORONTO, ONT.

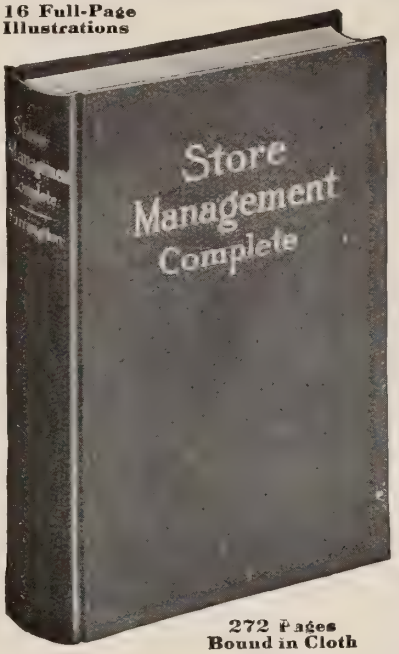
Assets over - $3,570,000.00

Losses Paid Since Organization of the Company, over - 54,000,000.00

HON. GEO. A. COX, President
W. R. BROCK, Vice-President
W. B. MEIKLE, General Manager
C. C. FOSTER, Secretary

Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK BY FRANK FARRINGTON

A Companion Book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW — JUST PUBLISHED

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

LIDDELL'S
GOLD MEDAL
LINENS



The Liddell 1913 range consists of an immense showing of exclusive high grade designs and styles in table cloths and napkins in sets, embroidery and hemstitched bed spreads, sheets, pillow cases and shams, D'Oylies, tray and sideboard scarfs, tea coseys, cushion covers and all kinds of fancy linens. For one hundred years leading, still leading.

See our range.

R. H. COSBIE, LTD.
IRISH LINEN AGENCY
30 WEST WELLINGTON STREET, TORONTO

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands

Order of your Wholesaler.

ROBERT HENDERSON & CO.
Dry Goods Commission Merchants
181-183 McGill Street, MONTREAL
James Stanbury & Co., Toronto



"The Kings of Fashion" and "The Queen of Fabrics"

English Mohairs—guaranteed by the B. D. A.

Bechoff-David and Paul Poiret portray style's latest lines in English Mohairs!

Because Bradford keeps the "Queen of Fabrics" eternally up to the minute in weaves and colors.

Just now the shadow of the East is thrown over all style developments—and no fabrics show better examples of Oriental shades than mohairs guaranteed by the Bradford Dyers' Association.

But English Mohairs are not alone for high style. They are, first and foremost, **practical.**

Always fresh, ever beautiful, unspoilable by dampness or dust—inexpensive—serviceable—these are the **real** reasons why you can sell English Mohairs (guaranteed by the B. D. A.) every day in the year.

See the new colorings at your wholesalers.

THE BRADFORD DYERS' ASSOCIATION
OF BRADFORD, ENGLAND

The W. R. Brock Co. (Limited), Toronto

WASH GOODS
Spring 1913

Probably no SPRING SEASON for many years has brought forth such an INFINITE VARIETY of DAINTY WASH MATERIALS as this present season. THE MOST PROMINENT of these FABRICS are

Plain and Stripe Ratines
Plain and Stripe Crepons
Ratine Stripe Crepes
Stripe Bedford Cords
Radium Foulards
Plain and Fancy Voiles

Scotch Zephyrs (including Large Range Stripes)
White Piques (all widths of Cord)
White Bedford Cords
White Corduroy Cords
White Repps

MOTOR LINENS, RAMIE LINENS and IRISH LINEN PONGEES are also in great demand

WE HAVE THEM ALL

also

Palatine Prints and Taffeta Prints,
in great variety of designs

BORDER GOODS are as strong as ever. We are showing

Border Prints, Ginghams, Muslins, Voiles and Repps

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 3rd Wednesday of each month. Office of Publication, 143-149 University Avenue, Toronto. February 5, 1913

CANADA'S ONLY (SEMI-MONTHLY) DRY GOODS PAPER



New French period fitting room in the store of A. E. Rea Co. at Ottawa. A recent departure which has already brought splendid results. See next page.

Handsome Fitting Rooms are Provided

A. E. Rea & Co.. Ottawa, have furnished two good-sized rooms for use in showing and fitting high-class garments and millinery—French period furnishings used—Have found this step extremely valuable in catering to high class trade.

COMPARATIVELY few millinery, dressmaking and even men's clothing stores in Canada have yet realized the increased selling value of large and well equipped fitting and dressing rooms for customers.

For years the most obscure corners of the store have been partitioned off for the use of customers when trying on or fitting a hat or garment. The general size of the fitting room is about six feet by six feet so that when three people get in this space little wonder that they sometimes become irritable and often refuse or postpone the purchase.

A few weeks ago the A. E. Rae Company, of Ottawa decided to experiment with large and comfortably furnished fitting and dressing rooms. Hitherto such rooms in their store had measured about six by six feet. The result of the experiment has been an agreeable surprise. The sale of ladies-garments and millinery has increased many fold.

Two new fitting rooms, pictures of which are here shown, have been fitted up on the millinery and women's wear floor. Each room measures 18 by 12 feet, and is luxuriously and attractively finished. The supreme object for the rooms is to give a customer about the same amount of space, coupled with privacy to try on her garments as she would have in her own bedroom. And being so there is sufficient room for two or three friends to sit around and criticize or admire the new apparel.

One of the two rooms is furnished in pink, the other in grey. The curtains are of rich velour and the carpets are velvet. In the pink room the furniture is of solid mahogany, while in the grey room the furniture is of walnut. The indirect lighting system is used, the globes or bowls being of white satin finished glass and the light is so arranged that it harmonizes with the furnishings and gives a cheerful effect without casting a shadow in the room.

At the end of the rooms are wardrobes in which a good range of evening and party gowns are kept. Two or three models are in the room on which the gowns can be tried to show their effect. Such rooms as these naturally appeal to a customer. The difference from a well appointed dressing room is not realized. Brushes and combs, hairpins and other articles that might be needed by a customer are to be found on the dressing tables.

The fitting up of these handsome rooms has been found an added inducement for high class trade. Buyers of high priced garments and millinery appreciate the advantages of well appointed rooms for trying and fitting on.

Scott, Sask.—Miss Bailey, of Saskatoon, is opening a millinery and dressmaking store.

Brandon, Man.—Plans are under way for the erection on the corner of Tenth Street and Princess Avenue, of a large department store. The new structure will occupy the present site of the Caledonian rink and will be 100 feet by 20 feet, and nine stories high. The men behind the scheme are said to be Winnipeg financiers, but are opposed to their names being mentioned.



Another French period fitting room for millinery and ready-to-wear in the A. E. Rea store, Ottawa. These rooms are simply but handsomely furnished.

Protest Against Ocean Freight Rates

Matter taken up by Dry Goods Section of Toronto Board of Trade—Further advance in Atlantic rates objected to—Deputation waits upon Hon. George E. Foster—Discrimination is charged.

TORONTO, Canada.—The announcement of further advances in Atlantic Ocean freight rates has brought a sharp protest from the Dry Goods Section of the Toronto Board of Trade. A strong memorial has been presented to Hon. Geo. E. Foster, Minister of Customs, objecting to the advances and charging discrimination in certain respects. It is altogether likely that the Dominion authorities will conduct enquiries into the matter.

The question was first taken up by the Dry Goods Section, a statement being prepared and submitted to the council of the Board. This statement read in part:

"During the last five years, they have put rates up four times, advancing dry goods from 15s. a ton measurement to 30s, and carpets from 10s. to 25s. W eare led to understand that they have in contemplation further advances by easy stages of 2s. 6d. at a time until a maximum of 37s. 6d. is reached."

It was likewise stated that discrimination existed. "At one time in its history," read the statement, "this conference carried on a through bill of lading to Detroit, Buffalo and other United States ports of entry package freight at five shillings a ton less than the rate charged Canadian ports and this freight was carried in Canadian Vessels.....At the present time, there exists a noteworthy discrimination against British bought goods, in favor of similar goods bought in France or Germany; so much so, that a large saving is made by some importers having their British bought goods sent to Havre for re-shipment on through bills of lading from that point via Liverpool by Canadian vessels, thus being charged several shillings a ton less than if they had them shipped direct from Liverpool."

IMPERIAL CO-OPERATION SUGGESTED

"Under the circumstances above related, we hope that action will be taken by the Toronto Board of Trade, co-operating with Montreal, Ottawa, and other Boards of Trade, to bring the matter before the Dominion Government, and ascertain if any remedy be possible, either through our Government independently, or uniting with the Imperial Government.

"Another partial remedy would be to permit goods entitled to entry under the French treaty to be landed at any port and not as now exclusively at a Canadian port. This would enable importers to get the benefit of the lower continental rates, and the Government actually promised this measure of relief should conditions, such as those complained of, arise."

Charges of a combine in restraint of trade were made and Government investigation asked.

MINISTER OF CUSTOMS WAITED UPON

A short time after the matter was first brought up, Hon. Geo. E. Foster, Minister of Customs, visited this city and an interview was arranged with him to talk the matter over. A deputation, representing the dry goods section of the Board of Trade, waited upon him and presented their claims.

Mr. Foster promised that the Government would give the matter consideration, but explained that, as a thorough investigation into ocean traffic was being conducted in the United States, it would perhaps be found advisable to await developments there before any enquiry into the question as it affects Canada could be attempted.

ADVANCE IN RATES HAS BEEN MARKED

The advance in ocean freight rates has been very sharp of recent years, it may be explained. On dry goods in bales, the rate has doubled in 4 years, the increase having been achieved as follows: January, 1908, 15s per ton; Summer, 1909, 17s 6d; January, 1910, 22s 6d; January, 1912, 25s; January, 1913, 27s 6d in cases and 30s in bales.

The Best System of Cost Marking

An explanation of many plans followed by merchants in the past and in the present—The best system described is used to-day by a number of the most aggressive dry goods merchants in Canada.

FINDING a satisfactory system for cost-marking is a problem which has bothered every dry goods merchant. Many systems have been tried with varying success and a canvass of the methods adopted by dealers at the present time shows that all of these systems, modern and obsolete, are still in use somewhere.

The main factor in the problem is to secure a system of cost marks which will make the cost price readily obtainable, but which will keep the secret from those who do not need to know it. Few merchants care to allow the members of their staff into the secret of cost prices. Not only would it increase the chances of the information leaking out to the general public, but it would, in a number of cases, lessen the confidence of the salesman in the article he was selling. Let us demonstrate this point. The buyer has picked up a certain article for $2.50 which ordinarily would have cost him considerably more. Feeling that the store was entitled to the benefit of the deal, he makes the article at the price which would have been charged, had the usual cost price been paid, say $7.00. When the salesman offers this article to a customer, he concludes from his knowledge of profit margins and from the manifest quality of the article that the price was about $5.00. If, however, he can read the cost marks and thus learn that only $2.50 was paid, his confidence in the value of the article is lessened and his arguments will, unconsciously, perhaps, lack the ring of sincerity which is needed to close a deal. And yet the profit asked in this instance would be fair from every standpoint.

THE LETTER SYSTEM.

A system once used to a very general extent was to adopt a letter code, a certain letter standing for each number. It was a common practice to take a word of ten letters and use the letters for the code. Thus:

i	m	p	o	r	t	a	n	c	e
1	2	3	4	5	6	7	8	9	0

A more common practice still was to use symbols. This is a method still adopted by a great many dealers, but it has many drawbacks It does not require the deductive reasoning of a Sherlock Holmes or an Edgar Allan Poe to solve a symbol cypher when one comes in contact with it every minute of the day.

Still another method is to adopt a certain figure, say 275, and add to it the actual cost price of the article. Thus, an article costing $1.25 would be marked 400. There are obvious drawbacks to this plan.

Others still use what might be termed a typewriter code, as follows:—

.	,	;	:	|	*	!	?	(	)
1	2	3	4	5	6	7	8	9	0

THE MOST ADVANCED SYSTEM.

With the growing recognition of the inexpediency of making reductions, there is not the need now for the cost price to be obtainable by glancing at the price card. With this obstacle removed, merchants have evolved systems which enable them to keep their cost prices absolutely secret.

A few dry goods merchants in Canada are using a system at the present time which is the best that the writer has ever encountered. Stock books are divided into departments, and a letter is used to designate each department. Thus:—H, housefurnishings, R, ready-to-wear. Invoices are entered up as they come in, a fresh start being made at the first of each year. The nature of the goods, cost price and name of firm bought from are entered. Each entry is numbered. Tags are then made out and attached to the goods, containing letter to designate department, the year, the number of the entry and the selling price. To demonstrate: A rug is received for the housefurnishings department, cost $18.00. It is, let us suppose, the first purchase made for the department for the year and it is decided to sell it at $25.00. The tag would be made out as follows:

H 13 1
$25.00.

The advantages of this system are many. If the cost price is desired, it can be looked up with very little trouble. Goods marked 12 will appeal at once to salespeople as goods which should be cleared out as soon as possible, and in this way, the stock is kept turning over with profit-earning completeness.

A system somewhat along the same line has been adopted by a great many merchants in this and other countries. A book is kept for each department, and each page is divided into a certain number of lines. When a consignment of goods is received, the cost price, name of firm, date, etc., are entered in the proper book. The price tag attached to the goods is then marked with the page and line where the entry was made. If the entry were made on page 37, line 29, the cost marks on the tag would be 37 29. A good system, this, but inferior in some respects, we believe, to the one outlined above.

Keep Your Town's Business at Home

When your customer asks for goods that are not in stock don't let her send away for them. Get what she asks for—make another friend for your store and an addition to your sales.

We can fill your order for dry goods now any time.

Send us an order for some of these lines. They're sellers, every one.

GB68 27-in. x 56-in. Velvet Rug	at $1.00 each
Challenge 64-in. x 84-in. HEMMED WHITE Quilts	at .75
624 & 625 54-in. x 78-in. Sofa Squares. Views of Napoleon	at $4.50
507 43-in. x 3 yds. Lace Curtains. White Bungalow Net	at .75
518 52-in. x 3½ yds. Lace Curtains. White Cable Net	at $1.25
535 43-in. x 2½ yds. Lace Curtains. Arab Bungalow Net	at $1.10
541 43-in. x 3 yds. Lace Curtains. Arab Bungalow Net	at $2.10
Regina 27-in. by 54-in. Axminster Rugs. Numerous Designs	at $2.00
JH 24 and 25 38-in. International Madras	at .7½
800 28-in. Frilled Muslin	at .7½
505 50-in. x 3 yds. Lace Curtains. White	at .60

A very large range of Rugs and Squares.

The W. R. Brock Company (Limited)

Montreal

Unbiased Buying Connections an Asset

Free hand in buying to keep stocks up to standard—Conserving accounts less necessary with modern turnover—Buyers should be responsible The maintenance of departments at standard of highest efficiency.

MERCHANTS have more reason to expect a better stock standard as business grows. They must continually satisfy themselves that the component parts of stock truly represent the best on the market. Therefore, better buying and closer costs suggest increasing the retail price efficiency of the store, as one of the stronger methods of advertising and making a higher standard of competition.

In ordinary business, merchants do not expect to get rich in a day, and realize the futility of sales without regard to the future. The necessity for comparison is being recognized every day. This comparison is twofold, because both buying offerings and opposition stocks have to be judged to form a correct basis.

Any store as an institution represents a standard of value exclusive to the establishment, both in stocks carried and in merchandising prestige. Every merchant stands behind values, which as far as turnover and good judgment show a real combination of the best that domestic and foreign markets provide. The same basis of value decides the relative standing and selling merits of wholesale, manufacturers and imported lines, from which stocks are drawn. Naturally all progressive stores claim to be superior in every phase of business, according to their standard and connections.

Locality may have much to do with selling prices asked or received. Two business houses in the same town have different selling standards in the class of trade catered to and stock selections carried generally. These may both prove a good standard as far as successfully serving the community is concerned. However, locality and retail prices obtainable do not offset the wisdom of greater profits. Good buying of stock, from the best sources, and consistent profits can raise the standard of a store in any locality.

Buying connections formed by the store or the opposition indicate the nature of the stock and whether the standard can be improved. Showings are restricted by preferences, office management, lack of confidence, indefinite plans or unfortunate circumstances of sentiment. No stock ever reaches an ideal of values, styles or attractions at any one time. To enjoy exclusive control and the selection of the best in all lines would mean no opposition. Unlimited capital to handle quantities and lack of opposition mean lost incentive in merchandising. The proper basis of departmental competition is to accept no excuses, while considering a fair profit always essential.

Buyers, therefore, want the best and most satisfactory lines. Selected stocks should show the ability of buyers in this respect. Assortments do not add the required strength to the ever growing standard of the establishment, if values are not the best available, ready to back up the claims of the house and be judged from every viewpoint of good turnover. Knowledge of market conditions and diplomacy are closer indications of a good buyer than the plan of close buying through quantity turnover and price concessions by forcing values to a limited standard. Apparently there is a deeper motive than "selling the goods bought," which is usually considered sufficient test for good buyers.

Every buyer should be willing to have his ability and reputation judged by the standard of his stock showings. Otherwise he should have good reasons to offer in refuting comparisons. Each section within the store must stand the test and each department be considered as a store in itself.

Good buyers are depended on to use their personal selling and value knowledge, applied to markets and prices without fear or favor. Standards of manufacturers, wholesalers and specialty ranges are compared one against the other, value for value, style for style and price for price to obtain such information. No two wholesale ranges remain the same season in and season out. If a buyer's knowledge is correct, he should have a free hand in making connections, because he wants values. The support of the firm should follow a decision to place any department on a new standard.

The benefit of the doubt that the stock is bought right and can be sold within a specified time is given to every buyer. True, staple lines are bought so as to make mills, manufacturers or jobbers carry the stock. In shrewd merchandising, a great deal can be done to make one inventory amount meet another and have shipments anticipate seasonable demand for the goods.

On the other hand some buyers have to fight the contention that if buying ability insures closer cost prices, the store should have the extra profits. Except for occasional leaders or attractions for specialized departments and advertising, all other stock is expected to bring regular prices. Discounts or savings from the foresight of the buyer are overlooked. The office expects the profits and buyers have to depend on prevailing prices, with permission to break the prices once in a while, often under protest, in order to boost business. Surely the difference is in a measure, part of the buyers' effort to improve de-

partmental standards and should be credited in the prices he is enabled to offer at his discretion and at a seasonable time. By the same reasoning any merchant is or should be willing to accept the same profits on similar goods, as is being received at regular prices. The object of a closer standard is to sell the goods, not to create precedent, and to form an advertising or store standard of broader business and aggressive policy.

Merchants say, "Anybody can buy stock, but it is another thing to sell it." The whole problem of better standards is not such a question of over-buying as clever buying. Good judgment is used in improving the department standard of costs and consequent values. Every merchant recognizes and is recognized by his departmental buyers' standard and the turnover of sections represented. Better values increase volume of turnover proportionately. Closer buying and ability to handle quantities through confidence in values tends both to quicker turnover and safer distribution of accounts to ensure the highest standard of values. Reputation for quantity buying is not so essential as knowing value when it is seen, and in using such standard to multiply the turnover per year.

From the standpoint of stocks, extra financing is not the factor it appears. While merchants necessarily conserve accounts to ensure efficient financing and taking of discounts, they should also improve their buying connections to conform with the authentic knowledge of the buyer, if the way is open. Conserving of accounts is becoming less of an excuse, as are many other excuses, under conservative methods of turnover.

The conclusion is simple. Any store with a fair capital can insist on improved value standards. Those departments which can be improved are actually taking up the amount of capital involved to the detriment of that section. If higher stock standards in any department necessitate heavier stocks to make a noise, regular stocks lessen proportionately to form a supply service. The difference in capital required is used to handle the quantity and the sales account for the balance.

Success and standing of each department is then dependent upon confidence of buyers in their purchases and the ability to turn them over because of value. Usually with normal terms merchants are using the wholesaler's or manufacturer's money to help take discounts. The present principles are quick turnover, correct connections and right goods at the right time and right prices. Plans and policies adhere to these rules irrespective of buyer, wholesaler, manufacturer or opposition.

Proper buying connection is an asset of the modern store.

Night Telephone Service

Montreal, Jan. 29.—One of Montreal's departmental stores has adopted a night telephone service by which would-be customers may telephone at any hour of the night for goods to be delivered the following day. Thus, while this firm has an eight-hour day in which customers may get in the store to see goods, they have in reality a twenty-four hour selling day.

A night manager is in attendance on the telephone after the usual closing hour and will take orders for anything to be delivered the following day. For instance it happens that while reading the evening paper a man or woman sees the announcement

A NIGHT TELEPHONE SERVICE GOVERNED BY AN 8 HOUR DAY.

Unexpected visitors arrive—short of something or other—can't get down town in the morning. Don't worry. Phone to-night to the Night Manager by the day number, Uptown 7000; he'll be glad to take your order.

Advertisement announcing inauguration of night service.

of some goods on sale the following day, but cannot get downtown in the morning. They can step to the telephone, call up the night manager, leave their order, and that is the end of it, until the goods arrive C.O.D. or otherwise as the case may be. The idea is reported to be working out very well.

Furs in the West

Edmonton, Alta., Jan. 14.—That the war in the Balkans and the possibility of trouble in other parts of Europe has had its effect on the price of furs in Alberta, and thus on one of this province's most flourishing industries is stated by local fur dealers.

They say that whenever there is unrest in Europe a very marked decline in the price of furs is noted. The explanation is that society abroad is taxed heavily, money becomes tight and furs are about the first of the luxuries to be discarded.

That this season the supply of furs has been remarkable. In some cases, notably muskrat, the number is about 75 per cent. greater than for several years. It is thought that the exceptionally mild weather experienced last year is the cause.

FOX FUR IS VALUABLE.

Only one black fox has been brought in this season and the price of $1,150 was paid for it. The fox was killed 325 miles northeast of Edmonton. A silver fox was purchased by the Edmonton Hide and Fur Company for $900.

Action is Promised re Parcels Post

Debate in House of Commons brings statement from Postmaster General that something will be done—Developments in United States will be watched—Reduction of express rates discussed.

Ottawa.—"I am not at liberty at the present time to say what the Government will do, but I am ready to admit the principle that something must be done," was the declaration of Postmaster-General Pelletier, in discussing the resolution of Hon. Rodolphe Lemieux, declaring the establishment of a cheap system of parcels post to be of advantage to the consumers of Canada The Minister answered Jos. E. Armstrong, of East Lambton, who had just a moment before stated that the establishment of parcels post immediately was of less significance than some action to force the express companies to reduce rates by increasing the size of the parcel which goes by post. "I would not dream of going into a war of rates," replied Mr. Pelletier.

MR. LEMIEUX CITES EXAMPLES.

Hon. Mr. Lemieux, who was supported by Dr. Michael Clark, of Red Deer, and Messrs. W. M. Martin, of Regina, and E. W. Nesbitt, of North Oxford, dealt with the subject of parcels post at some length and with considerable care. For some time he had hesitated as Postmaster-General to take action, owing to protests, presumably from the country storekeepers, who took the ground that it would serve to increase the grasping power of the departmental stores. He had discovered, however, that they had been put up to protesting by the express companies. In England, France, Germany, Switzerland and other countries in the old world, as well as in Japan, parcels post worked out well.

Prof. Mackenzie, in his report to the Toronto Board of Trade, had pointed out that it would have a direct relation to the high cost of living, and the Board of Trade had subsequently adopted unanimously a resolution asking the adoption of the system. Mr. Lemieux quoted rates for express to show that they were enormously greater than those for parcels post in the United States. He believed a parcels post system would bring money into the cash box, just as a reduction in postal rates for letters had done. He thought that increases might be given the employees, and the mail subsidy to railway might be increased with the inauguration of the system.

MATTER BEING CONSIDERED.

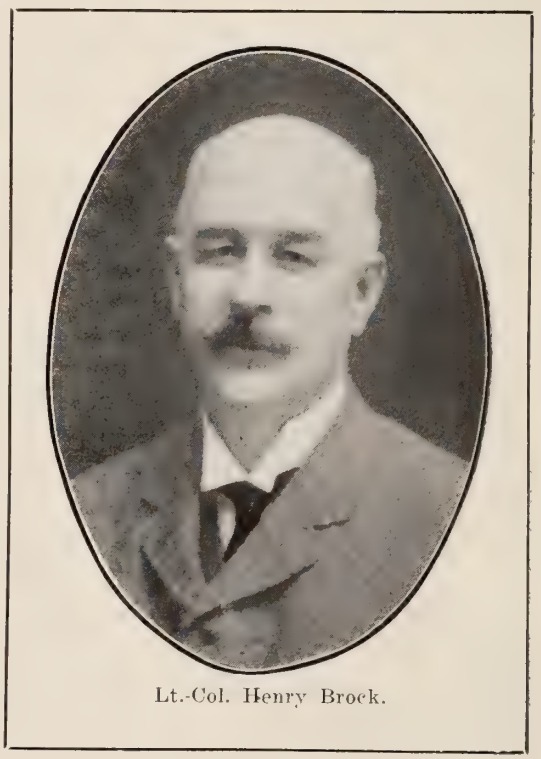
Hon. Mr. Pelletier said the question "was bristling with difficulties." If express rates were too high the matter should be submitted to the Railway Commission. However, parcels post was successful in many countries and Canada would have to do something. The whole matter was being carefully considered. In response to Mr. Lemieux, the Postmaster-General said that since the beginning of the year Canada had been carrying the parcels of the United States mail when they were directed to this country. "It is too bad," said he, "that we should carry others and not our own." The postal arrangements in the United States had been completed without consulting Canada, and while delivery was going on in this country the department had written Washington stating that it should have been informed regarding the matter. In considering the matter it was necessary to determine that the system should not spell financial wreck to the Post-office Department.

He agreed with Mr. Lemieux's suggestion that reasonable additional compensation should be given to the postmasters and postal employes for the extra work entailed, but he was not prepared, whatever he personally thought, to make any admissions concerning the amount paid to railways in transportation of mails. At the present time Canada was pay-

Mr. Lemieux consented, and the motion was allowed to stand over.

Elected President of Board

Toronto, Ont.—At the annual meeting of the Toronto Board of Trade, Lt.-Col. Henry Brock, of W. R. Brock & Co., was elected president. Col. Brock's election has been earned by a long record



Lt.-Col. Henry Brock.

of capable public service, and it is predicted that his term of office will be featured by much useful legislation and activity in the furtherance of public interest.

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Invariably in advance.

A Wonderful Development

ONE of the most marked features of industrial expansion in Canada of recent years has been the growth and development of the knitting industry. This has been most marked during the last five years. Plants established then have been added to, and new mills have sprung up all over the country. The output has been increased to an extent which may well be termed stupendous.

The story of this remarkable growth is told in an article in this issue. It emphasizes in the mind of the dry goods merchant a just sense of the importance of the knit goods department of his store, pointing as it does to a greatly increased consumption and the introduction of countless new lines which have met with instantaneous favor in the eyes of the public.

The Assault on Schedule K

THE Canadian Woollen industry is watching the course of events in the United States with reference to tariff revision very closely. Radical changes in certain tariffs, notably that on raw and manufactured wool, would affect trade conditions between United States and Canada very considerably.

It will be interesting to note, therefore, just what conditions have been under the working of Schedule K. During the year 1911, manufacturers imported 165,000,000 pounds of wool at an average value of 17.8c per pound, or in round numbers $29,000,000. On this was paid $12,500,000 in duty or 42 per cent. The levy was still heavier on manufactured wools, however. During that year, Americans imported blankets to the value of $55,000, paying $42,000 on duty or 75 per cent; dress goods, women's and children's, $6,364,000, on which $6,498,000 duty was paid, or 102 per cent.; knitted articles averaged 92.64 per cent. duty; flannel, $86,000 with a duty attached of $91,000, or 105 per cent.

With so high a measure of protection, it is no wonder that schedule K promises to be the storm centre during the coming revision.

The Decrease in Failures

THE number of commercial failures which occur during a certain fixed period is a pretty clear and fair indication of business conditions during that period. Of course, there are many things to be reckoned with in finding the cause of failures Individual incompetence, rash speculation outside of the business itself, excessive local competition, all play their part in causing the wreckage of commercial enterprises. Back of it all,however, the condition of trade in general is the main factor. If business is uniformly good, failures are comparatively few: If general depression is noted, the number of failures grows in proportion to the extent of the depression.

This statement of the case is borne out by a very material decrease in the number of failures during the past year. Prosperity during 1912 was very marked, and the number of commercial failures was the smallest since 1907. In that year, 1,365 were reported, in 1908 there were 1,715, in 1909, 1,588, in 1910, 1,469, in 1911, 1,401, and in 1912, 1,310. The amount of the liabilities has shown an almost proportionate decrease from $17,582,304 in 1908 to $12,261,682 during the past year.

The failure statistics show that this decrease has been brought about in the Eastern provinces. In the West, in fact, the number has increased. In Manitoba, there were 96 failures against 89 in 1911. Alberta shows 73 failures as against 68 the previous year, and British Columbia shows 145 as against 122. Saskatchewan has a balance on the right side with 37, as compared with 48 in 1911.

It is not hard to find the reason for this state of affairs. The West is developing very rapidly, and the number of new commercial enterprises started is nothing short of amazing. That a large number of these should be started on an insufficient basis or begun through faulty conception of trade possibilities is inevitable. In the sections where the expansion is greatest and most rapid, there the greatest number of failures will be found.

The increase in failures does not hint at lack of prosperity in the West paradoxically enough, it seems to point rather to unusual expansion.

Holding Linen Sales

MANY stores have adopted the plan of holding linen sales during the early part of March. This custom is followed in American stores more especially, but the custom is growing in Canada and good results are following. A date frequently chosen for this purpose is St. Patrick's Day.

Successful merchandising depends to some extent on the merchant's ability to seize upon opportunities for special offerings. The suggestion that a linen sale be conducted on this occasion is one that might well be considered.

The Proposed Advance in Ocean Freight Rates

THE dry goods section of the Toronto Board of Trade has taken up the question of the proposed advance in ocean freight rates. Conditions existing at present are highly detrimental to trade as is pointed out in the memorial which has been drafted up and which will be submitted to the government at Ottawa.

Rates have been advanced four times during the last five years, dry goods going from 15 shillings a ton measurement to 30 shillings. The contemplation of a further series of advances, which would increase the rate by easy stages to 37s. 6d. has stirred the Toronto Board into action.

But the objection advanced is not solely on the score of rate advances. It is claimed that there is discrimination against British bought goods in favor of imports from continental countries. That importers find it cheaper to ship British bought goods via Havre rather than from Liverpool is one of the changes made.

The dry goods trade is very directly interested in the question and the outcome will be awaited with interest.

Conditions Are Sound

REPORTS from all sources indicate that business is remarkably good for this season. The optimistic opinions so freely expressed at the first of the year have so far been amply borne out. Trade is recovering from the almost comatose state which sets in at the close of the Christmas rush and which generally continues until after stock taking. Travellers have started out again and are finding no difficulty in getting retailers to place orders of substantial and promising proportions.

This condition is indeed encouraging. The weather has been so unseasonable in most parts of the country that an unfavorable effect on trade might very well have been expected. The slackness noted in the sale of some winter lines, however, does not seem to be exerting any effect on ordering for Spring trade.

In the manufacturing and wholesale ends, there is every evidence of extreme activity. Preparations for a big year are going on apace.

The Passing View

Well may the furrier ask, has winter been abolished?

* * *

American retailers are meeting conditions created by parcels post resolutely. The mail order houses have been strengthened, but they are opposed by a sturdier front on the part of the retail trade.

* * *

The advent of the small hat will be hailed with satisfaction in some quarters at least. Men, weary of having their view obstructed by hats of wondrous proportions, are quite manifestly pleased with the turn fashion has taken.

* * *

The Balkan embroglio is practically settled without international complications. Getting down to the root of the matter, one realizes that commercial and financial interests are strong enough to give the world a guarantee of peace, in so far at least as a general European war is concerned.

Features of This Number

Handsome fitting rooms are provided.
Protest against ocean freight rates.
The best system of cost marking.
Unbiased buying connections assured.
Action promised re Parcels Post.
Instilling personality into advertising.
Great growth of knit goods industry.
The season opening with the small hat.
New era promised in window display.
A summary of advanced fur styles.

A New Business Builder

A McCall Book of Fashions—Quarterly of advance styles—has been added to the list of handsome publications issued by The McCall Company. Merchants everywhere instantly pronounce it the most handsome book of pattern designs ever put on the market.

This is another example of the way in which the McCall Publications and designs meet the demand of the great majority of American women.

McCALL PATTERNS

sell best because they satisfy most. They embody the latest, best and most practical fashions. McCall customers are permanent customers.

McCALL TERMS

are clean cut, clearly understandable, with a reputation of over forty years' fair dealing back of them. They offer more in return for the merchant's investment than any other pattern proposition.

The McCall Canadian Office and Factory in Toronto, the largest and best equipped pattern plant in the Dominion, enables us to offer you McCall Patterns and Fashion Publications on the same terms, conditions, etc., as are enjoyed by United States dealers.

Samples and information on request, without the slightest obligation.

THE McCALL COMPANY

The Leading Paper Pattern House of America

236 TO 246 WEST 37th STREET, NEW YORK

Chicago Atlanta San Francisco Toronto, Canada

NOT IN THE TRUST. NO CONNECTION WITH ANY OTHER HOUSE.

In planning your advertising see that you get the full benefit of every general move you make. Newspaper advertising, circulars and other publicity should co-operate with window displays.

GOOD ADVERTISING

Instilling Personality into Advertising

A strong feature of many ads. is the distinction lent by the personality injected into the copy by the ad-writers—Some faults to be avoided in seeking a distinctive style—Personality introduced to good effect.

THE great desire of the ad. writer is to turn out copy that will be distinctly different from other ads. If he can accomplish this, he can count himself a real success for his copy will be extensively read.

To instil personality into an advertisement is perhaps the surest way of making it distinctive and effective. A writer who can say things a little differently, who can show the influence of his personality in lay-out, appearance and general tone, is the advertiser who is going to win the unvarying attention of the public. It is often possible to pick up an advertisement and find in it evidences of a personality with which you have become familiar through reading the ad. of the same firm; and yet it may be almost impossible to say just in what respect this influence manifests itself.

Desire to instill personality into advertising copy leads often to the infringement of salient advertising rules. Writers will make their assertion flowery where a plain statement would have done better. The more direct the proposition is broached the more effective it will be. Business like terms cannot be improved upon for presenting a matter of business. The advertiser who indulges in windy persiflage or who crowds his space with an exaggerated lingo punctuated with superlative adjectives, may carry readers to his last sentence, but he will fail to arouse their business interest They may admire his aptness with words, but they may at the same time suspect the sincerity of the proposition he has clothed in such an ornate manner. And the object of an advertisement, do not forget, is not to win encomiums on the literary style of the writer. An advertiser is a man with something to sell, not a short story writer.

This self-same desire to inject personality creates two styles, both of which are dangerous. First there is the facetious ad-writer, who believes that the sure way to win trade from a customer is to win a smile first. He may be right as a matter of principle, but he should be very careful how he goes about it. A weak jest proves a maudlin failure in the advertising columns. But the jokesmith is harmless compared to the exaggeration fiend, who looks upon the average person as credulous in the last degree and plays upon that imagined credulity with the most daring of assertions. Some advertisements are masterpieces of bombastic exaggeration. They claim a pre-eminence in stock and price inducements which exist only in a fertile imagination.

As a matter of fact, personality is best shown in a plain, direct style.


QUITE --- THE MOST INTERESTING MERCHANDISING EVENT IN THE HISTORY OF THIS STORE --- QUITE

WE, THE MANAGERS OF DEPARTMENTS AT CROMPTONS

MONDAY, TUESDAY, WEDNESDAY, THURSDAY, FRIDAY AND SATURDAY At 9.30 Each Day Sale Commences

An Hour of Fun — A Treat For The Children — An Hour of Fun

Who Accompany Their Mother to the Store Any or Every Day During the Sale

Professor Langs Troupe of Humpty Dumpty Dolls

An Hour of Fun and Frolic For The Wee Folk

Admission Coupons will be issued at Every Counter with Every Purchase Little or Big

There's Sensational Values Everywhere Throughout the Store--Follow the Green Tickets--Each One Indicates a Real Bargain

Half Price for Men's Shirts

All Next Week, Commencing Monday

E.B. Crompton & Co.

All Next Week, Commencing Monday

An advertisement which has been made effective through personal messages.

Plenty of Personality Here

There is plenty of personality in the advertisement reproduced of E. B. Crompton & Co., Brantford. The use of statements from the manager of each department is an original and undoubtedly an effective way of making the ad. as much like a personal conversation as possible. It is a talk direct from head of department to consumer.

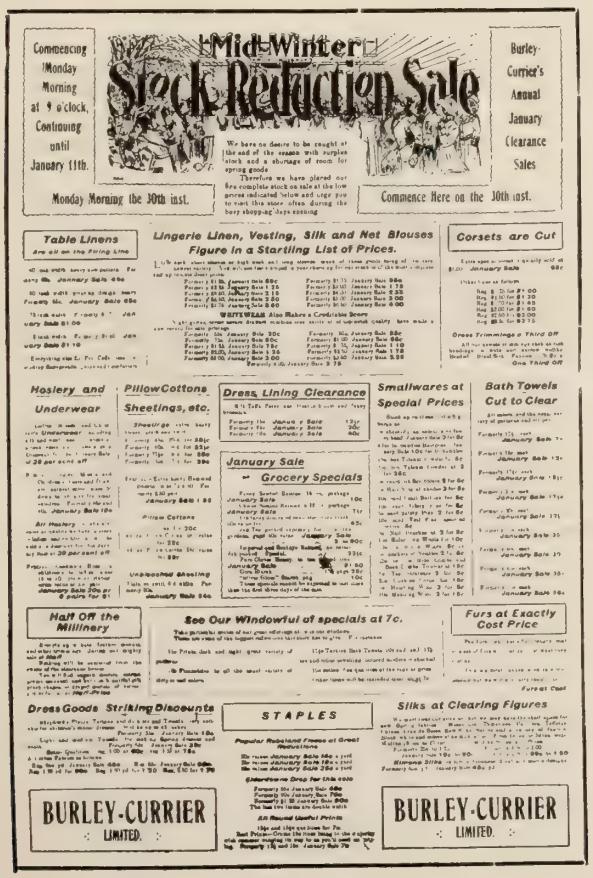
In the opinion of the writer, some of the managers might have made better use of their space had they "talked turkey;" that is, if they had introduced their proposition with the first few words. Thus: "I have 39 choice silk dresses which I will sell at a big reduction."

This objection, however, is on detail. The general idea behind this idea is a good one. This is a case where personality has been shown in copy along right principles and with good results.

Making Good Use of Space.

Burley-Currier, Limited, of Portage La Prairie, have demonstrated what can be done in the way of making full use of space. No space has been wasted in this advertisement, and at the same time the lay-out is effective.

Criticism must be confined to matters of detail in this case. The departments have been "scattered" and we find table linens in one corner and



An advertisement which says a great deal.

bath towels in another. This is a point which some may regard as superficial, but it undoubtedly counts in reckoning the effectiveness of an advertisement. under the heading of "lingerie linen," etc., prices are listed, but no description of goods is given. Experience has convinced that giving the price only is not sufficient to arouse the maximum of interest. Another objection in the writer's opinion is the printing of the words "January Sale" wherever they occur in black the same size as price. The prices fail to stand out as a result of this.

Ad Which Brought Sales

The advertisement reproduced of Brault and Macdonald, Cornwall, brought tangible results in the way of sales. It is written in a straightforward way



An advertisement which brought results.

calculated to inspire confidence and the price equation has been played up prominently. The price quotations stand right out. Thus, combined, with the fact that each article is described, lends the required sales-making force.

The lay-out could have been improved by putting the heading across the top and condensing the editorial beneath, sufficiently to give space at each side for the talks headed respectively, "Our Methods" and "Truthful Statements." The main point after all is that a special sale is being held and, while it is good policy to remind the public of the store policy, the top of the space is not the place for such references on this occasion.

Winnipeg, Man.—Fire broke out in the clothing store of Mrs. M. L. Speveck, causing a loss.

Winipeg, Man.—J. Shulman has disposed of his clothing business to Ham & Motherwell.

Scott, Sask.—Mrs. Weatherby, of Saskatoon, will establish a dressmaking and millinery business.



MILLINERY

The Small Hat for Spring

Rivalry for first place will come between pressed shapes and made material hats. Hemps and tagels are the favored straws. Panamas, particularly in two-piece hats, have had an immense sale. Two-piece leghorns are good. Malines, crepe lace and kindred fabrics are to be used for the made hat. Satin crowns and straw brims are in high favor. Ribbons are showing growing favor. Two-tones are strong in ostrich fabrics and two-color combinations in straws.

The Season Opening With the Small Hat

The trade believes that this innovation will take another season to develop—Panamas are being shown in new models—New color combinations to the fore—The return of floral garniture—Bulgarian and Oriental effects are much in favor.

PARIS is favoring small hats for Spring wear, and the importations now coming to hand show that the small shape must be accepted as the high style feature. This will mean that the small hat will be extensively shown at the openings and that the season will open up with small shapes as the centre of interest. The generally expressed opinion is that, because the wearing of a small hat for Summer is so new, it will take a longer period than can be given to develop this feature and therefore larger models will lead later on in the season. This view is borne out by the very large advance sale of Panamas. Two-piece models, both in Panama and Leghorn have been good sellers. Hemps and tagels have again scored and for popular selling a good deal will be heard of chip, while Milan has been taken up extensively by the better trade. Two-toned combinations are extensively shown, and not only is high color combined with white or black, but two brilliant colors such as bright blue and green are shown together.

Toque and turban styles are prominent in advance showings of millinery styles. The Bulgar or Balkan shape is the most notable favorite. This shape has a prominent crown flat on top and, with a narrow brim section that fits the head closely, and the usual trimming, is a pair of slender ears or flaring loops of velvet or ribbon or a scarf loosely knotted in front or at the side.

Oriental turbans in draped effects are formed from the new straw cloths or from plateaux and hoods hemp ramie and other fancy braids combined with Malines. Turbans all of Malines are remarkably strong and are trimmed with ears and loops or with ribbons and flowers compactly massed. Question marks and quills made of fine mixed flowers or formed of tiny ribbon bows are extensively used.



Hat of American Beauty Tagel faced with black velvet. Underbrim trimming consisting of half wreath of pale pink gauze roses.—New York Model.

MELLES & CO., Limited

3 Cripplegate Buildings, Wood St., LONDON, ENGLAND

Branch Establishments

Manchester, Liverpool, Edinburgh, Glasgow, Montreal, Vancouver, Toronto



MANUFACTURERS AND IMPORTERS OF

HATS, FLOWERS, FEATHERS, ORNAMENTS

AND

MILLINERY NOVELTIES

SPRING OPENING, Toronto, Monday, March 3rd.

Latest productions for the coming season

Paris and London Pattern Hats

inspection of which is respectfully invited.

GERMAIN, SMITH & BIRKS, Limited

SELLING AGENTS

MONTREAL—43 Union Avenue—ARTHUR ROY, Representative

TORONTO—32 King Street West—J. S. WHYTE, Representative

VANCOUVER—432 Cordova St.—J. K. MARSHALL, Representative

Large sprawling bows, bows giving the effect of an aeroplane propeller and tulle or ribbon in unusual arrangements of loops or ends of ribbon tulle or velvet, placed erect or at right angles, are a favored method of trimming. In a season when flowers are being so strenuously pushed it is not strange to find many graceful toques either wholly or partly of flowers.

PANAMAS IN NEW MODELS.

The prominence of Panamas and leghorns blocked with crown and brim separately has been referred to before. Panamas are shown this year in many new models that are quite a departure from the simple and somewhat masculine models that are all that have hitherto been attempted in this straw. Panama brims show all of tricorne and combinations of drooping and rolling outline while the crowns are round, square, bowl shape, straight or dented. Many of these hats are in graceful long line effects.

Braids are in a minor position and the rivalry for first place comes between the pressed and the made hat. All pressed hats are exceedingly soft and limp and therefore are very generally becoming. Soft draped crowns are certain to take again both in beret and collapsible styles. Material crowns and straw brims will have a big vogue. Brims as a rule will roll upwards and many of them sharply so, and up-turned brims with the pneumatic roll will be very much in evidence.



Spring model, with flower trimming. Paris creation imported by Debenhams, Ltd.

Malines, crepe and lace and kindred fabrics are to be very much used. Hats of this type are appearing now, trimmed with flowers, ribbon and touches of fur. With the fur eliminated, these hats are just the thing for Spring wear.

TAKING PLACE OF BLACK.

Dame fashion seems to be tiring a little of black for the useful combination color that is always required. Two new candidates for this place are tete-de Negre and bronze tones. Bronze is combined with many colors and Malines of this color is often used, veil satin and other fabrics.

In novelty colors for Spring, prunelle shades stand high and all purples from ecclesiastical purple through orchid and amethyst tones are very much to the fore. Color blends are all to the fore and some of the most frequently seen are bronze and mahogany, bronze and lime green, white and purple, cherry and champagne, taupe and currant red, amber and amethyst, green and National, green and gold, purple and Nell Rose, and purple and Empire green. Oriental and Bulgarian and Servian color combinations are exceedingly popular.

POPULAR TRIMMING EFFECTS.

Ostrich in the form of bands, fringe and fancies in drenched or uncurled effects are all good. Heavy headed plumes very slightly curled are used and bandeaux and fancy effects, both large and small, are very much to the fore. The price of paradise and aigrette is becoming so high that other feathers are being introduced to take their place, the best substitutes being numidi, gourah, and blondine. Mounts made of two or three flues of paradise are also seen.

Ribbons seem as though they were slated for a more prominent position in millinery than for some seasons past and the demand promises to be a lively one. The leghorns, chips and panamas that are to be worn are sure to create a demand for wide velvet and moire ribbons to be used in the shape of loops and streamers. Then, for other millinery garnitures, there is a tendency to use big sprawling bows, ear-loops and quill effects made of ribbon. Large bows are spread across the back of the hat or are placed like the blades of an aeroplane propeller at the side and well to the back. Then there are long wired loops that spring from a ribbon knot or a bunch or group of flowers. Large ribbon roses are mounted on long stems and loops of narrow ribbon are formed into pom-poms which are set into jetted stems and are used standing straight up at the side or front of a small bolero or turban hat.

In novelty ribbons, the Bulgarian and Oriental effects are showing in greater variety than ever, the favor. Floral effects in warp prints and printed effects are showing in greater cariety than ever, the novelty in this class being the Jouy patterns.

YOU CAN BUY YOUR

Spring Millinery

HATS, FLOWERS, MOUNTS, OSTRICH GOODS, NOVELTIES, MALINES, Etc., Etc.

to best advantage from us.

Reason: From MAKER to YOU direct, plus freight, duty and our commission, and that's small enough.

Call and see us when in the market. There's money in it for you.

Special: 36-in. Malines, in colors, 10c. yd.

Continental Manufacturers' Syndicate Limited

77 York Street, Toronto

Jet is the leading idea in ornaments and will rank high in brimming lines. Jet used as a mid-rib covering for ostrich is very striking and likely to be extensively employed.

RETURN TO FLORAL GARNITURE.

The biggest question before the trade at present is the position of flowers. Flowers have been neglected for the last two or three seasons, and, while any return to the flower laden hat, is not expected, it is felt that a return to floral garniture is now due. Every effort is being made towards bringing flowers forward and many really handsome novelties are shown. The rose always stands first as a millinery flower and roses are freely shown in large, medium and fine effects. The single large rose comes in big variety and in handsome shadings. Some lovely roses are of velvet with satin centres and there are delicately frail roses of chiffon, gauze and mull. These roses come chiefly in pastel tones of cream, yellow, and pink.

Very handsome mounts of mixed flowers are showing, the chief idea being seemingly to copy nature as closely as possible. Small artificial flowers are also mixed and are used in making fancy mounts such as question marks cabochons, quills and other forms of ornamentation.



Bonnet toque with Rembrandt crown of wisteria hemp faced with black chip. Collar of chip around crown ending in front under an embroidered ornament in beads and Eastern colors. Osprey mount.—New York Model.

Corsage bouquets are extensively worn and milliners, who will take the time to put on show tasteful novelties for this purpose, should find little trouble in disposing of quite a large stock of flowers in addition to those used for trimming purposes.

A Good Flower Season is Assured

New York, Feb. 3.

THE French hats that have been exhibited up-to-date this season have not shown an unusual degree of variety and originality. There are many duplicate models, and many variations of the same idea, an idea which has been used for winter millinery and has in its favor the record of having been tried and having made good. We refer of course to the close fitting, Oriental turbans which are trimmed directly in the front and are in the majority of cases draped.

It is a difficult matter to oust the large hat, but at present it is relegated to the background where it is likely to remain until the hot Summer sun makes a broad brimmed hat more comfortable.

So closely does one part of a costume follow any change in another that it is interesting to note again that, with the revolving of fashions wheel toward the fuller skirt, its natural accomplishment, the small hat, is again with us, which might argue for the fuller sleeve, to preserve the symmetry of the figure.

It is evidently much more difficult to ring the changes on the new close fitting hat than it is on the larger varieties so that it is to be expected that over popularity will be the fate of the trimmed in front turban and toque, but at present it is here, so it behooves the trade to make hay while the sun shines.

This style of hat makes brisk business for the frame maker, for the braid trade, for the milliners and for the fancy feather trade to say nothing of the flower, ribbon and ornament trades.

A good flower season is what the trade at large needs, for flowers for several seasons have been slow. Every effort is being made to advance flowers and there is no reason why the close fitting turban cannot be made entirely of flowers and yet conform to the very latest modes. Many all flower turbans are being shown, and while the trade to date are a little shy of them, confidence is being restored along those lines. Small flowers, and always in combinations, are the most desirable. Color is one of the important features of the season, and each and every hat is a study in beautiful color schemes.

We know—

and will prove to Canadian dealers how to get the Women's Big business of their town



To the Dealer NOW handling Millinery

Before you stock up on Spring materials for your millinery department, let us show you how we propose to put new vigor into your Millinery department and to better your Spring profits. Let us give you the facts and figures on our new lines of *Women's* and *Children's Pattern Hats, Ready Trimmed* and *Ready-to-wear Hats,* or any other *Millinery items* you may need. *Let us show you what the difference between Chicago Mercantile Co.'s styles and values and others means to your store.*

To the Dealer NOT handling Millinery

You have no more reason for leaving out one of our Ready-to-sell stocks of Trimmed Hats than for NOT ordering the most staple line you carry. We do not expect this statement to bring us an order from any dealer. What we want is an opportunity to put before you, in black and white, positive evidence that you are turning down business easy to get; that you are passing up profits that will swell other profits at every counter in your establishment. We want to write you facts; facts as we know them from our dealers, from the great many thousands of merchants who have added Millinery at our suggestion, and are glad of it.

We specialize on complete Ready-to-sell Millinery Stocks at $50, $100, and up, for those who do and those who do not deal in Millinery

Write for itemized list of the stock you are interested in, or, if you prefer making your own selection from illustrations, write for our catalogue. Our Statistical Department is in possession of a fund of valuable, live information in regard to what selection will be most suitable to any locality in the United States; therefore, you run no risk whatever in leaving the selection to us, regardless of the size stock you want, and besides, every stock is shipped under our guarantee that if not satisfactory it may be returned any time within three days of receipt.

Send right now for our complete Catalogue No. E144

CHICAGO MERCANTILE CO.

Send me, without any obligation on my part, your large GENERAL MILLINERY CATALOGUE, also list of complete stocks, at .....

.....

My firm name is .....

Address .....

CHECK WHETHER YOU HANDLE MILLINERY OR NOT.

☐ I handle Millinery.

☐ I do not handle Millinery. 3

It represents the women's big business for Spring. Let us send it to you now. The time for investigating what the biggest and oldest house in our particular line can do for your business is NOW—before the season opens. Let us get this catalogue to you by next mail. If we can put profits on your books through March, April, May and June, you want to know about it right now.

MAIL THE COUPON TO-DAY.

Chicago Mercantile Co.

159-161-163-165-167-169-171-173-175
North Michigan Avenue, Chicago

Card Suggestions for Millinery Displays



Suggestion for card for a "tone" window display.



Suggestion for card for a bargain millinery card.

The accompanying cards are in the nature of suggestions for various styles of millinery windows. Two are for millinery openings. The third, which gives price and is quite obviously a "bargain" card, is intended for use in displays where cheaper grades of hats are shown at a clearing price. In the article, the distinction being the two kinds of cards is explained.

WHEN it comes to a question of the purchase of millinery, women can be divided into two classes. The division is one of finances purely and simply. In the first class are those who have the means to afford expensive hats and who are not bound down in their selection by any other considerations than those of personal taste. In the second class are the women who have little money at their disposal and are compelled to look for bargains.

This distinction must be borne in mind when the question of displaying millinery arises. With the window trimmer, who has a millinery display to arrange, the first consideration will be the class that this particular display is intended for If expensive hats are to be shown, the rule is to include a few models only, with a setting suggestive of the utmost luxury. When hats selling at a special price are to be put on display, one of the first rules will be to put in a large number so that the eager throng will have a large assortment to pick from.

The same distinction will be found when it comes to preparing showcards. For the display of expensive hats, or the "tone" window as it may aptly be termed, cards will be used which have dignity as their main attribute. Price is seldom, if ever, mentioned. The main thing is to point out the real quality of the goods on display—to state this fact and leave the rest to the goods. Neat lettering and quiet shades will be found suitable.

But for a bargain window, something different is needed. Price must be made the main consideration. Price is the big, the unforgettable consideration with the women who will study that display with the idea of picking out a hat for themselves. Attract their attention in the first place and tell them the price; such is what is required of the show card.



At the top of the page are suggestions, one of each variety. The "tone" card has a display line in thick and thin lettering with light spurs, the rest of the lettering being in Roman. This card should be executed in pastel shades, to match the color scheme adopted in the window. For instance the outline of the shield and the dividing lines might be done in pink, with the lettering in black. If desired, the letters might be shaded with a pastel green. The figure would look best done in black. Another good arrangement would be to use a champagne tinted board with black lettering, making the shield outline and dividing line in a deeper champagne shade.

Spring Millinery Opening

¶ We have a large stock of latest shapes in Hair Braids, Milans and Hemp at the very lowest prices.

¶ Wire shapes (large assortment) at $1.50 per doz.

¶ Place your orders early and we will give you a good assortment.

Montreal Hat & Frame Company

388 Notre Dame Street West MONTREAL

BRITISH AMERICAN DYEING CO.

GOLD MEDALLIST DYERS

JOSEPH ALLEN, Manager

The Largest and Best Equipped
DYE WORKS
In the Dominion
SEND FOR PRICE LIST

Dress Goods, Cloths, Tweeds, Drills, Ducks, Cottons and Velveteens, Hosiery, Yarns, Gloves, Braids, Etc.

DYED, FINISHED AND PUT UP

Also

FEATHERS, SILKS, VELVETS, RIBBONS, LACE, ETC.

ALL WORK GUARANTEED UNEQUALLED

MONTREAL TORONTO OTTAWA QUEBEC

British America Assurance Company

A.D. 1833

FIRE & MARINE

Head Office, Toronto

BOARD OF DIRECTORS

Hon. Geo. A. Cox, President. W. R. Brock, Vice-President.
Robert Bickerdike, M.P., W. B. Meikle, E. W. Cox,
Geo. A. Morrow, D. B. Hanna, Augustus Myers,
John Hoskin, K.C., LL.D., Frederic Nicholls, Alex. Laird,
James Kerr Osborne, Z. A. Lash, K.C., LL.D.
Sir Henry M. Pellatt, E. R. Wood.

W. B. Meikle, General Manager.

CAPITAL	$1,400,000.00
ASSETS	2,061,374.10
LOSSES PAID SINCE ORGANIZATION	35,000,000.00

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Hamilton, Ont.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada

TORONTO, CANADA



Great Growth of Knit Goods Industry

Figures which demonstrate the wonderful increases which have been made in the last few years—Thirty new mills have been started in that time—Improved plants have led to superior quality in output—Prospects for the future are bright.

THE growth of the knitted goods industry in Canada, during the past five years has been remarkable. The manufacture of underwear, hosiery, sweater coats, fancy knitted novelties and kindred lines is now one of the foremost in the dry goods field. The product of domestic mills is becoming a standard and the yearly output shows that Canada is an important producer of knitted woollens, both for home and foreign use.

The district from Hamilton to London is the most important knit goods centre in Canada. So far, while the industries are located from Nova Scotia to British Columbia, the manufacturing development has been east of Winnipeg which shows the future possibilities of the different branches.

To-day the equipment of Canadian mills, including motive power, knitting, spinning, dyeing, bleaching and finishing machinery is unexcelled. The facilities for manufacture, either water, steam, or electrical power, cannot be improved. Many of the mills are supplied with Niagara power or turbine generated power from vested water rights of the larger rivers in Western Ontario.

SEVENTY MILLS IN CANADA.

There are seventy knitting mills in Canada operating to capacity at the present time. Two companies control four mills each and two other knitting firms have two mills in different localities. Thirty of the mills, with modern machinery, are entirely new within the last five years. Sixty companies own their plant, buildings and equipment. Every manufacturer of Canadian knitted goods, either large or small, has extended, moved to larger buildings, installed new machinery or improved power facilities in that time.

The total value of buildings, machinery and stock in Canadian mills is over $15,000,000. Over half of this is direct increase during the period from 1907 to 1913. Most of the factories are of modern



Two-tone brushed knit, ladies' sweater coat in Norfolk style, contrasting collar, stole and pockets. Made in soft colors, tans, grays, saxe and Alice blue, and black and white.

YES! The "Beaver Brand" Knit Goods are ready—better prepared for a big season's business than ever before. With the added facilities of last season, the contemplated improvements and a thoroughly efficient staff, we are going after bigger business than we have yet attempted. The "Beaver Brand" has proven to be a money-maker for every merchant who has handled it. It will make money for you. We have a very large range of all kinds of Knit Goods to select from. See the "Beaver Brand" early.

1913 STYLES





662

BEAVER BRAND



661



Style No. 4675

CORRECT STYLES

R. M. BALLANTYNE, LTD.

Manufacturers of Beaver Brand Knit Goods

STRATFORD, - - ONTARIO

The BUSTER BROWN STOCKING

Made in 1 and 1 and 2 and 1 rib.

Black and Tan

One doz. boxes.



HERE is a good-looking, good-wearing boy's stocking sold under the best-known, most popular name ever given a brand of children's hosiery.

Many hundreds of Canadian merchants are selling more of the Buster Brown Stocking than all other styles of boys' hose combined, and many thousands of Canadian mothers have learned to appreciate the merits of this brand for their boys' wear.

You will find this stocking to be a good one for your Spring trade. If you have no order already placed, let your wholesale house send you an assortment, and watch results. The name sells them, the quality re-sells them.

The Chipman-Holton Knit

MANUFACTURERS OF

We have a striking cut-out show card 28 x 18 and other matter advertising these brands. A post card will bring them to you, express prepaid.

SUNSHINE HOSIERY REGISTERED.

MILLS:
HAMILTON, - ONTARIO
WELLAND, - ONTARIO

HEAD OFFICE:
HAMILTON, - CANADA

BUSTER BROWN'S SISTER'S STOCKING

The ideal stocking for girls' wear. Made of two-ply mercerized Egyptian yarn and finished by special process which gives them that lustrous, silky appearance and feel, so much desired in misses' hosiery.

We believe this stocking to be the best value in a fine rib stocking ever offered to the Canadian trade. It is attractively put up, well made and well finished and in every way a worthy companion stocking to the celebrated Buster Brown.

Made in Black, Tan, White, Pink and Blue.

Half doz. boxes.



ting Company, Limited

E. H. WALSH & COMPANY

Sole Selling Agents

HEAD OFFICE: MANCHESTER BLDG., TORONTO

BRANCH OFFICES: CORISTINE BLDG., MONTREAL; HAMMOND BLOCK, WINNIPEG

RESIDENT AGENTS: ST. JOHN, N.B. VANCOUVER, B.C.

The trademark "Buster Brown" as applied to hosiery in Canada is registered and any infringement will be vigorously prosecuted. When ordering, insist on the genuine.

architecture, providing sanitary surroundings, sufficient light day or night, and the best of system in handling merchandise between departments or shipping. The general office equipment fixtures, the system, etc., are thoroughly up-to-date. Most of the mills are steam or hot water heated. Educational features are provided.

Sweater coats and fancy knitted novelties are



High novelty brushed knit Norfolk, showing belt, collar and cuffs and band in two-tone contrasting weave, outing hat to match.

made in 29 mills; men's woollen underwear in 15, and women's in 6 different mills. Cotton and balbriggan underwear comprise the output of 8 mills on men's and 9 mills on women's lines. Men's, women's and childrens' wool cashmere, worsted and cotton hosiery is manufactured in 14 mills. Mitts and gloves are specialized in 5 mills. During the past five years the production of fancy knitted novelties has been practically a new industry. Making sweater coats, toques, mufflers and similar lines can be claimed exclusive to that period.

FIGURES SHOWING THE INCREASE.

Every branch of the knitting industry has increased 25 to 1,000 per cent. according to the lines manufactured. On men's, women's and childrens' underwear, over 2,000 machines with a daily output of 9,000 dozen are in operation. The value is over $15,000,000 annually. Winter lines of mens', women's and childrens' lines show the smallest increase—25 per cent. in five years or 5 per cent. per year. This is stated to be 500,000 dozen in one of the larger mills. At present 220 dozen a week is a good run on combinations, which have increased from 5 to 50 dozen daily since 1907. The increase is not on new machinery, but in the improved facilities and greater efficiency of the plant, compared with five years ago.

The manufacture of cotton underwear in many new qualities for men, women and children, has made rapid strides both in greater output and preference for the Canadian market. A comparison of daily output in mills specializing cotton underwear is interesting in contrast. This business is practically all new except in two mills, which have doubled their production. The extra volume is estimated at 50 per cent. of the underwear business done to-day. In five mills, making a particular brand of underwear, the figures of daily increase are doubled within the last two years.

The production of cotton undergarments totals fully 4,500 dozen daily. In two instances the mills are at present turning out 1,000 dozen and 800 dozen daily on plants of 60 machines each. Estimated at an average of $2 a dozen for women's and $4.50 for mens' lines. The yearly output of these two mills is over $1,000,000. Another mill with 22 knitting heads and 40 sewing machines averages 300 dozen garments daily, valued at $120,000. On 35 knitting heads and corresponding machines, 15,000 dozen yearly worth $150,000 are manufactured.

CHANGES IN DEMAND.

In five years numerous conditions have helped to bring about the changes in demand, Canadian people are living under improved circumstances and paying more attention to comfort and health requirements. Whether the competition of distributing or aggressive selling tactics are responsible is an unsettled question. However, retailing and manufacturing of woollen underwear, both mens' and women's is considered unsatisfactory except in one or two notable instances. Competition is keener in women's woollen and union underwear than in any other grades of knitted garments.

The Underwear That S-E-L-L-S Fast



Pen-Angle Underwear (the kind that's knit into lasting shape) is bound to give your customers perfect satisfaction.

Every garment is so shaped in the special Pen-Angle knitting process that it won't sag, stretch or lose its exquisite shapeliness — and even the wash-tub has no terrors for this perfect Underwear.

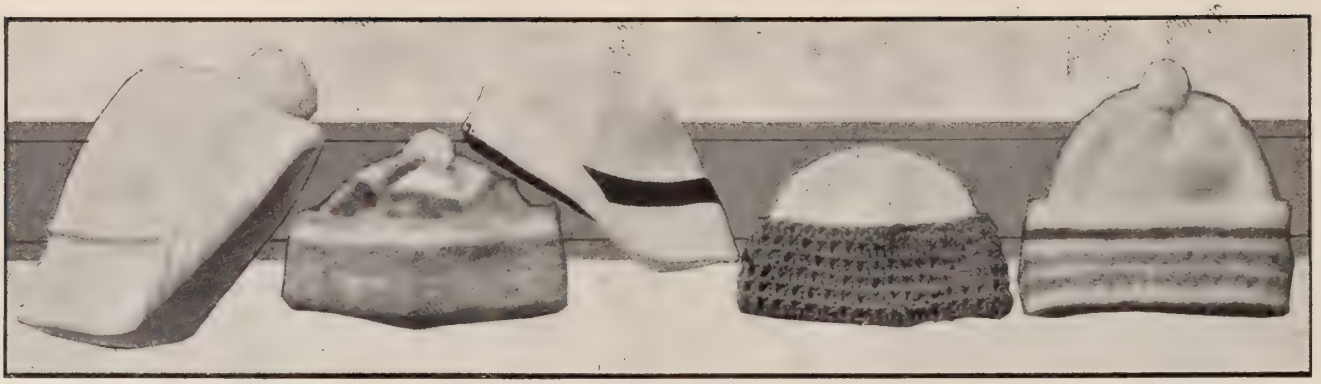
Pen-Angle offers the best value you can get for the money. It retains, to the end, all the splendid qualities that made it sell in the first place. That's why Pen-Angle Underwear sells so fast.

Pen-Angle Underwear

PENMANS LIMITED

PARIS - - CANADA

Underwear Hosiery Sweaters



Imported outing hats, aviations and brushed knit toques an d caps for juveniles. Shown in all seasonable combinations by L. C. Le Voi, Toronto.

Several circumstances are quoted, which offset decreased costs of garments through efficiency or the possibility of higher profits or prices to meet the increased costs of production during five years. In some instances, jobbers are selling the product of the mills cheaper than the representative of the manufacturer. In cases it is claimed that the costs of manufacture are not estimated with any accuracy.

The ultimate result is to keep the volume of business on cheaper grades, whereas the initial idea was to demand the bulk of the merchant's business by offering leaders. The volume of business, especially in women's lines does not cover a wide enough range to demand the business, which cotton grades effect.

Important mills established in 1907 or previously, showing a comparative increase of 25 per cent. in that time, have improved their demand to raise the average prices. The class of garments shown, in finish, quality and value and the scope of the ranges are made to establish reputation and demand. Generally, while a remarkable increase in every other line of knitted goods is evident, conditions have not favored anything but steady development. A nominal showing is the best that can be expected in meeting the problems of this section of the knitted goods industry.

Domestic manufacture of sweater coats and fancy knitted novelties belongs to the period since 1907. Two of the mills established at that time are to-day the foremost mills in the world. Canada has now the distinction of having the largest knitting plant in existence. The production is sold in all parts of North America in offices established in New York, Chicago, San Francisco and all leading Canadian centres. The output of 29 factories is approximately $3,000,000.

Stock-taking totals show an increase of from 4 to 10 times the amount of business done in 1907 in mills established at that time. One mill reports the wonderful growth of 1,000 per cent. on the output of that year. Another mill has doubled the sweater coat department in one year and will average 10 dozen sweaters daily on 16 machines with a total value of over $100,000 for the year's output.

Some comparative figures of daily and yearly production and the number of machines in use in up-to-date equipped mills show the amount of business and future possibilities. In five years the daily output of sweaters has increased five times. During the year an average of 100 dozen sweaters a day were turned out on twenty machines. The capacity of this department will be doubled this year to handle over 5,000 dozen sweaters. The comparative increase in toques and caps runs about 4,500 dozen; gloves and mufflers, sashes, etc., 2,600 dozen in five years.

THE MATERIAL REQUIRED.

Quantities of yarns required are enormous. Besides buying 1,000,000 pounds from the Bradford market and augmenting this by 10,000 pounds worsted and 20,000 pounds woollen yarns a week, the estimate is likely to be short. The demand from the different plants controlled by this concern promises to be beyond this quantity. Another mill averaging 400 dozen sweater coats a week requires 3,000 pounds of woollen, 6,000 pounds of worsted, and 2,500 pounds of cotton yarns. The amount of business is illustrated in one instance. Over 5,000 dozen sweater coats of one number are turned out on the flat machines alone in one mill. When the cost of these garments is never less than $30 a dozen, some idea of the value of business on the range is possible.

Another instance of the scope of fancy knitted novelties and the volume of this year's business is the quantity of samples required to represent a leading range in Canada. Over 2,800 dozen garments or novelty numbers are necessary to cover the respective territories. This is an investment of $50,000. The samples in proportionate quantity to the field and output of 29 other mills is added to this to book one season's business.

TRADE IS OPTIMISTIC.

The optimism of the trade is shown by the numbers of new machines being installed. In 1910 the capacity of one mill was 1,000 dozen sweaters a year; in 1911, 15,000 dozen, and in 1912, 22,000



Special Announcement

TO THE

Hosiery and Underwear Trade

Being a newly organized company, we submit the following for your consideration:

The personnel of the company is sufficient guarantee to the trade of the *excellence* of its product and a *profitable arrangement* with merchants featuring our lines The principals of Mercury Mills, Limited, are as follows:

JOHN PENMAN
President
(Founder of Penmans Limited)

RICHARD THOMSON
Vice-Pres. and Gen. Mgr.
(Formerly General Manager of Penmans Limited)

HAROLD G. SMITH
Sec.-Treas.
(Formerly Manager of Hosiery Dept., Penmans Ltd.)

Being well known to the trade as men of wide experience, and having selected the most modern machinery, we are able to produce:—

Men's Underwear of the highest quality and superior Hosiery for men, women and children, in cotton, mercerized, cashmere and silk.

Our policy is to sell direct from factory to retail merchants, and our travellers are covering Canada from Coast to Coast. An inspection of these goods will be to your advantage.

Mercury Mills Limited

Hamilton, Canada

dozen. As a mark of confidence and continued growth, 32 new flat machines added in one mill will give a capacity of 100 dozen daily on flat machines. These are being installed at a cost of over $20,000. To bring the plant up to give a maximum capacity of 25,000 dozen garments a year, the latest, revolving cylinder automatic stop circular machines are being added, making a total of 400 circular machines.

Five spinning plants with modern equipment have been built during five years. Canadian yarns are on an improved commercial basis in both private or corporate mills. The qualities of the yarns produced, superior dyes and finish are equal to the best imported grades in the lines manufactured. At present a great deal more yarns than are produced locally are required. The trouble has always been sufficient quantities and satisfactory deliveries. It is proposed to double two plants this year.

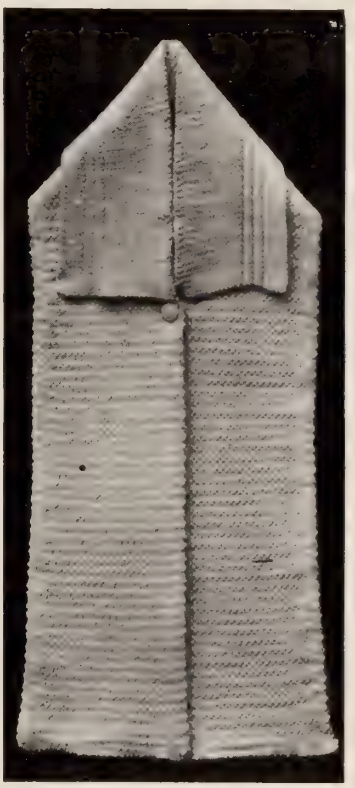
Different grades of factory, four-ply Saxonys and Canadian Scotch yarns in finer, cleaner, qualities than are sold over the counter in the average store, are made in domestic mills. Merchants will be offered these makes, at close figures just as soon as the production and supply of wools makes the move possible. A comparison of the improvement in the yarns used in many sweater coats, or knitted novelties of this season's range will show the distinct advantage to merchants. Many of these grades, in competition to standard lines should prove profitable, and as soon as they are presented to the Canadian retail trade, make yarns a representative department in the stores.

IMPROVED MACHINERY.

Improved winding machinery, made in Canada is replacing old style winders. The construction of these machines saves room and an operator can attend to both sets of spindles. Besides the extra speed of the machines, a hard nosed spindle evenly wound, conserves the amount of yarns. The tension of the yarns also gives uniform knitting results.

The hosiery branch of the Canadian knitting industry has not reached the high standard of specialization of foreign mills . Until the population and the demands of this country are greater, the output of the hosiery mills will cost more because, to provide for quantity, several grades are made in one factory. But the development during the past five years has been highly satisfactory. The volume of domestic hosiery sold in Canada is over $2,000,000. London departmental store buyers take thousands of dollars worth of fine cashmeres a year, in qualities up to $8.25 a dozen. In five years the production of all grades of cashmeres, worsteds, fine rib or plain cotton hose, has increased four times. The comparative figures show equal quantities going to the wholesale and retail trade.

The standard and qualities have been vastly improved and several new qualities added. So far the problem of skilled labor, quantity competition and the making of an assorted line have proved a handicap. Five years ago on an output of a quarter of a million dollars in one mill, half of this quantity comprised heavy coarse socks. To-day the same mill is doing three quarters of a million dollars annually and the increase is represented in fine cashmeres. Competition of German mills is being met in mens' and women's silks, silks and lisle and fine Egyptian yarn hosiery. Cheaper grades of English worsted hosiery is still a large factor, however.

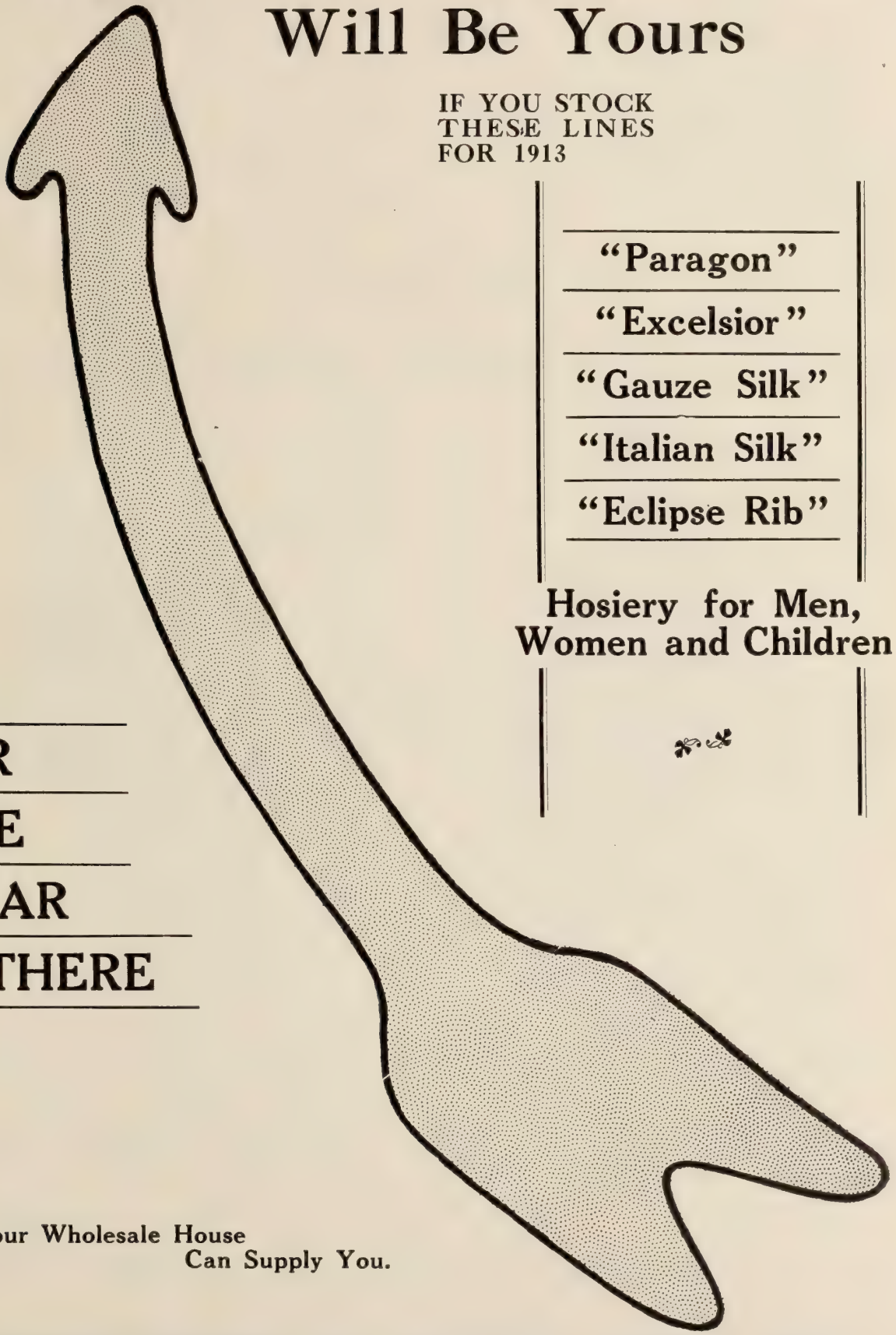


New muffler just added to the Fall range. Made in fine wools and mercerised yarns. Courtesy Avon Hosiery, Ltd., Stratford.

Assortments will be curtailed until the country increases in population to warrant mills on individual quantities. The costs of production of the same qualities of fine cotton or silk hosiery in Canadian or United States mills varies from 10 to 20c a dozen. These prices will be possible in Canada with a corresponding growth to the last five years in the hosiery industry.

A Bigger Hosiery Business Will Be Yours

IF YOU STOCK
THESE LINES
FOR 1913



"Paragon"

"Excelsior"

"Gauge Silk"

"Italian Silk"

"Eclipse Rib"

Hosiery for Men, Women and Children

FOR THE WEAR IS THERE

Your Wholesale House Can Supply You.

Thomson Knitting Co., Manufacturers, London, Ont.

SELLING AGENTS:—

W. R. Begg, 20 Wellington Street West, Toronto, Ontario: Stuart M. Campbell, 400 Hammond Building, Winnipeg, Manitoba; J. Dudgeon & Co., 149 Notre Dame Street West, Montreal

WAGES HAVE INCREASED.

Wages have increased proportionately. Five years ago beginners were satisfied to learn. Plenty of help was available at from $2 to $4 a week. The average wage now is $9 weekly and it is impossible to secure enough efficient help. Apprentices expect to start at $4 to $5. Smart operators make up to $15. Over 250 families came to Canada this year to engage in the different mills. Fully 10,000 operatives are provided employment.

FUTURE IS BRIGHT.

The future of the knit goods industry is equally bright for the next five years. New companies starting this year aggregate $1,500,000 capital. Over



Boys' and youths' full fashioned Norfolk sweater coat in yoke effect, made in heavy, full or half cardigan stitches and Shaker weave, and all leading colors. Courtesy Monarch Knitting Co., Dunnville.

90 per cent. of the population in Canada wear knitted novelties and the future outlook shows the necessity of large industries. New buildings are being erected and machinery purchased for modern equipment, to manufacture underwear, hosiery in the finer grades and novelties. With the Western business still to develop there is every reason to expect a more remarkable growth in all branches.

Canadian mills will continue to lead in value and in appropriate styles for Canadian wear in the lines manufactured. The ranges produced are suitable and meet domestic conditions and climate. The development of the knitted goods industry is assured both in the standard of values and departmental importance. Figures for the last five years show there is not the slightest doubt as to the stability of the different sections of the industry. The mills themselves, capital involved, investment in machinery and the growth of production should dispel all arguments to the contrary. Canada is holding her own with the development reported in the largest knitting centres in the world. The outlook is for a second Leicester.

Value in Underwear Ranges

Showings are as good as a year ago—Considering advances in cost of production, values are remarkable.

Ranges of women's Fall and Winter underwear are as good value as they were a year ago. They are equal if not better in some assortments than could be expected. The different lines on the road since the new year are remarkable value considering the costs of production and the advances in wool and cotton. Some close prices are quoted to influence bulk orders. Present prices are due to competition and merchants are benefiting by placing orders at early prices.

Assortments carried by the leading jobbing houses indicate the value of representative mill ranges and lines which have been selected as leaders. List prices of mills which sell direct or through the jobber are being undersold by wholesalers. This is done to maintain the standard of having the best garments possible at popular prices. Some of the figures accepted are estimated on the 3 per cent. discount allowed on the mill prices to the jobber. While some of the well-known qualities are discontinued, numbers quoted as special in the ranges at large, replace these grades. The unique condition of unprofitable lines withdrawn by one mill and featured by others is seen. This is done to swing the bulk of the placing or to establish a connection.

The increase of placing business or willingness of merchants to cover their requirements is easily understood. Fully 75 per cent. of the underwear business is usually placed on the initial trip. The values offered are likely to have the effect that Fall and Winter orders will be booked in minimum time. Higher prices are expected. Most buyers, once they have satisfied themselves that values are equal to last year (in as far as their selling range is effected) leave the selection of numbers to department heads. Quantities are being increased on $2.25 and $4.50 values or lines to bring 25c and 50c a garment. This is a protection instead of depending on repeat orders.

For Fall placing, the counter test is the only satisfactory way of judging underwear. Some buy-

(Continued on page 60)

"Monarch-Knit"

The Monarch-Knit men are on the road with the largest and most complete showing of Knit Goods we have ever had the pleasure to present to the merchants of Canada. With a range second to none in the world at your disposal, you should select a stock of real live numbers upon which to base your 1913 business.

Monarch-Knit styles lead.

Don't decide on your Sweater Coat stock until you have seen them.



B-44

Made in sizes, 22, 24, 26, 28, 30 and 32, also made in youths'. Size under youths', No. 10.



C-42

Made in sizes, 30, 32 and 34, also made under No. D, 42, in sizes 24, 26 and 28.

The Monarch Knitting Co., Limited

Head Office: DUNNVILLE, ONT.

Factories at

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO

"Monarch

The Standard for



M-40

M-40—This coat is equipped with the famous "Tri-Collar" suitable to all kinds of weather.



M-92

M-92—Made in Jumbo Stitch. This class of coat will be very popular for the coming season.



M-53

M-53— Shaker Coat—Strictly full fashioned throughout. This coat makes a very stylish and serviceable ladies' garment.

Monarch Knitting

Head Office: - - - DUNNVILLE, ONT.

-Knit"

Style, Quality, Workmanship

The lines here illustrated represent only a few of the numbers we are showing for Men, Women and Children this season. They, however, give you a fair idea of the distinct style embodied in our immense range.



L-110

L-110—One of our best lines in hand-made coats.



L-107

L-107—One of our new Middy styles



L-89

L-89—This new line of brushed goods is made up in Men's, Ladies', Boys' Misses' and Children's lines

Beside the manufacture of Men's, Women's and Childrens' Knit Coats, we make a complete range of Motor Scarfs, Toques, Mufflers, Motor Hoods and Aviations.

Company, Limited

Factories at DUNNVILLE, ST. CATHARINES, ST. THOMAS, BUFFALO

"Monarch-Knit"



B-40



L-111

G -53—Made in sizes 30, 32, and 34. Also made under No. D-53 in sizes 24, 26, 28.



G-53



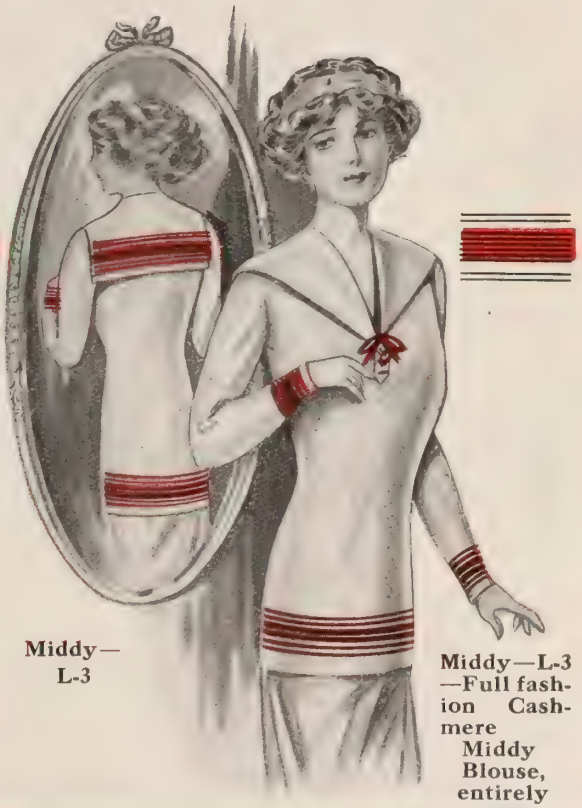
L-139

We are the largest manufacturers of fancy knit goods in the world.

The
Monarch Knitting Co.
Limited

Head Office:
DUNNVILLE, ONT.

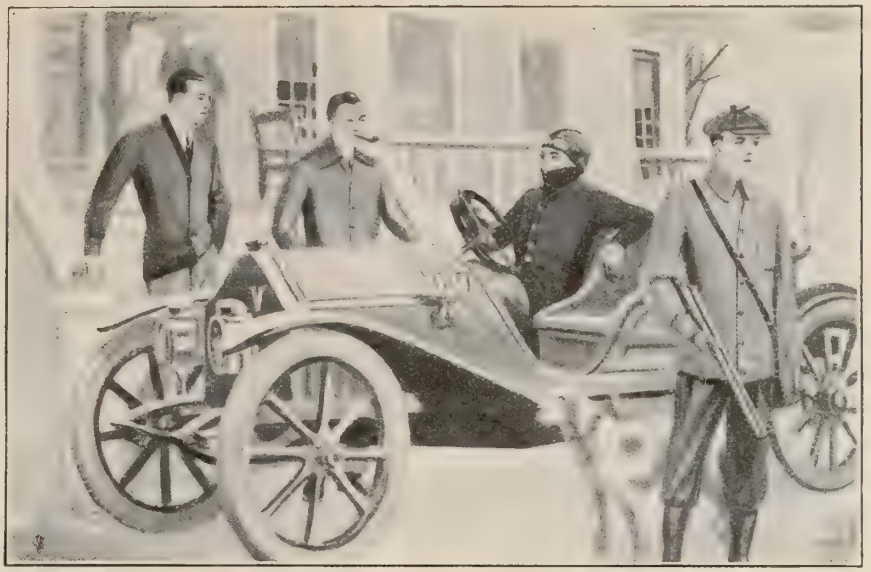
Factories at
Dunnville, St. Catharines.
St. Thomas, Buffalo



Middy—L-3

Middy—L-3—Full fashion Cashmere Middy Blouse, entirely new

THE "FOUR in ONE" SWEATER



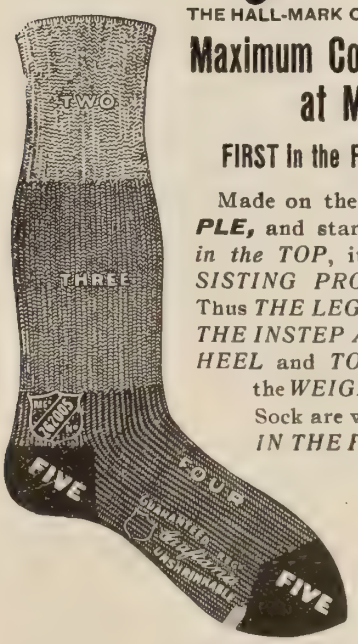
One coat worn in four different ways. The greatest business producer in high-class sweaters on the market. A utility feature without equal—quality not surpassed. The "4 in 1" is our Patented specialty, covered by Canadian Letters Patent, also patented in the United States. In a short time it has won a remarkable and still fast growing trade among the best retailers. Any "4 in 1" sweater may be had in the half cardigan and Shaker stitch. Every sweater is particularly well shaped, every seam perfectly made. The Shaker is hand finished. The "4 in 1" is a man's style sweater, but worn by the women and girls also. Six grades, various colors and weights. Also a full line of Ruff necks in both the half cardigan and Shaker stitch. Write for samples at once, or ask for the salesman to call. Do not miss the business that this big every day seller will bring you.

THE VISOR KNITTING CO., Limited

Niagara Falls, Ont.

FACTORIES ALSO AT : : : NIAGARA FALLS, N.Y.

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

DOMINION BRAND KNIT GOODS





The reason of the popularity of this line is because it is made of the purest, new wool, finished elegantly, shaped with sufficient elasticity to guarantee comfort. These strong selling points will mean large sales.

The garments here illustrated are our Coat Style, No. 392, at $26.00 per dozen, and the Cap Style, No. 250, at $4.00 per dozen.

Our travellers will be calling on you. Be sure to see our range of samples.

A. BURRITT & COMPANY

DOMINION MILLS

MITCHELL -:- -:- ONTARIO

Most Complete Ranges Ever Presented

Manufacturers are offering splendid assortments, capable of meeting every demand—Tendency is shown to feature high quality—The color trend outlined—Description of novelty assortments.

RANGES of sweater coats and fancy knitted novelties for 1913 are assembled and travelers are on the road. The outlook for Fall is particularly promising because of this season's success. Initial orders booked are satisfactory and selection is broader than last year.

Samples in different lines include new weaves, color combinations and values and surpass anything shown heretofore. Jobbers and mill representatives report early placing good and remark the confidence in the trade for continued increases in all lines.

Assortments show the latest influences of style and demand, superior manufacture and benefits of last season's retailing experieneces. Considered from either a staple or novelty standard, the ranges include many improved features. These should appeal to the trade at large. Each selection of men's, women's and juvenile garments reaches departmental importance this year. Merchants are likely to find assortments beyond their comprehension. For buyers, the problem is to take advantage of as many numbers as he thinks his departments can handle and choose the best values. This year's business promises to be greater in every section. Close study of the ranges at large will show many opportunities to develop this department to a still greater degree. The variety of styles, number of samples, new ranges added, racks and new colorings seen in this year's samples of garments for every outdoor occasion or use is unlimited. So are department prospects.

Values are unchanged except that each manufacturer is catering for business in respective leading lines. Wholesale buyers have shown unusual enthusiasm. This is evident in the number of styles forwarded by them to the trade and in better values chosen to make their placing ranges as representative as possible. Leaders in stape styles are snappy values. The trade is disposed to handle better qualities than ever. Much of this year's business promises to be on high-grade garments in which the element of style, novelty, color and fit is pronounced. Buyers should take advantage of this condition.

First orders show the confidence in better class garments. People demanded better goods in high-class trade last season. The sequence of style this year favors the idea. New weights, and the character of the garments shown with the diversity of style features embodied in Fall samples, are also good reasons. Garments over $30 dozen are booked freely and the bulk of the business for the coming season is likely to be on lines above that price. The range of prices is broader in every line. Men's coats are quoted up to $72 dozen. The high price in women's novelties is $120 dozen. Misses' garments include values from $9 to $27 dozen; girls' $6.50 to $15; youths' from $15 to $30; boys from $6.50 to $30 and infants' from $2.25 to $24.

The number of samples in the different ranges run from 40 to 200 in a set. Manufacturers are axious to reduce their selections. But with the addition of new styles, sizes and colors, the assortments are larger instead of smaller. Whether this is a presentiment for the amount of Fall business remains to be seen.

Styles include Norfolks', Mackinaws, blazers, middies and belted back garments. Many of the lines



Scotch or brushed knit cap in two color combinations. Courtesy R. M. Ballantyne, Ltd., Stratford.

are equally good for either men's or women's wear All high-grade garments are full fashioned. A number of new fabrics introduced this season are adapted to tailored styles and the closeness of the texture of these knitted fabrics is a feature of many natty numbers.

Ranges specialize on one-piece shakers in all sizes, full and half cardigan and Scotch brushed knit as predicted. Jumbo stitches and large plain cardigan

Now is the Time to Order the New Hewson Line for Your Fall Trade!

Two of the best selling lines you can handle are the famous

Hewson Untearable
and
Bannockburn Tweeds

Shown in many new and attractive designs for Fall.

Mackinaw

An all-wool, untearable HEWSON CLOTH, particularly suitable for lumbermen's coats, pants, etc.

Mackinaw Shirtings

Specially constructed for hard wear—just the thing for workingmen's shirts.

Sold only through Jobbers and Clothing Manufacturers

Hewson Pure Wool Textiles, Limited

AMHERST, N.S.

racks with numerous new fancy weaves promise to lead. Brushed or Scotch knit garments include some of the smartest novelties and matched sets yet offered. They are the result of a new departure in Canadian knitting. The finish was perfected at large expense and after many experiments. Garments included in this season's ranges are soft and lofty in texture and are brought out in many attractive numbers. Scotch knit add another department as any novelty in the range can be quoted in either finish. This season's new styles are attractive especially for women's and children's wear.

Different stitches and racks are combined effectively. Stoles and collars in shaker knit are used on a full or half cardigan or plain rib. New textures and stripes are as trimmings. In cheaper goods, a plain weave, plaited front and cotton back gives a worsted appearance and weight.

At present a splendid season is indicated on hand made or spring needle shakers. Manufacturers are looking for a record season on these lines. The success of last season's leading numbers, both in the United States and Canada is to be repeated. This is verified by new samples, values, qualities and colors with improved finish, new collars and full fashioned garments now before buyers. These coats vary from $30 to $48 a dozen and values at $36, $39 and $42 promise to afford good merchandising and profits. Last season a large quantity of these garments were sold for women. If buyers specify, which department they wish the garments for, manufacturers transfer the buttons. Shakers are made in all sizes this year from 26 to 44 inches.

Jumbo full fashioned and half cardigans are good in plain coats, belted, or Norfolks. These styles are the real garments of the season and are quoted as high as $72 a dozen with great values at $48 and $60. In heavy stitches, full and semi-yoke Norfolks are a novelty. Salesmen have weight, fit, full fashioned, quality of the yarns and improved under arm gusset as selling tips, which customers should appreciate. Good styles can be selected from $30 to $48 dozen for exceptional qualtities.

For women, the range of Mackinaws is limited. The more pleasing combinations are in plaids or large checks, belted styles in bright shades. The demand for this style promises to be pronounced by the opening of the Fall season. A good choice of Norfolks in plain and combined colors is shown. Belts are retained in loops which are part of the weaving of the coat, which assures better fit and service. Blazers are augmented by a range of new fabrics in line or pencil stripes, varying from ¼ to one inch wide. These later novelties simulate Bedford and cord weaves and have the effect of woven fabrics. Most of the garments in these styles are mannish-cut. It is contended that they will be an early season feature. Stripe blazers should repeat, as they are a mid-summer garment suitable for outdoor wear. Middies included for early business are similar to last season's styles in the better qualities of fine cashmere's. A full selection of staple numbers complete the ranges.

Collars are the same; branded, convertible or ruff-neck styles on respective lines. Shawl and sailor designs prevail in women's and misses'.

Some raglan shoulder styles are seen in one or two of the ranges.

PREVAILING COLORS.

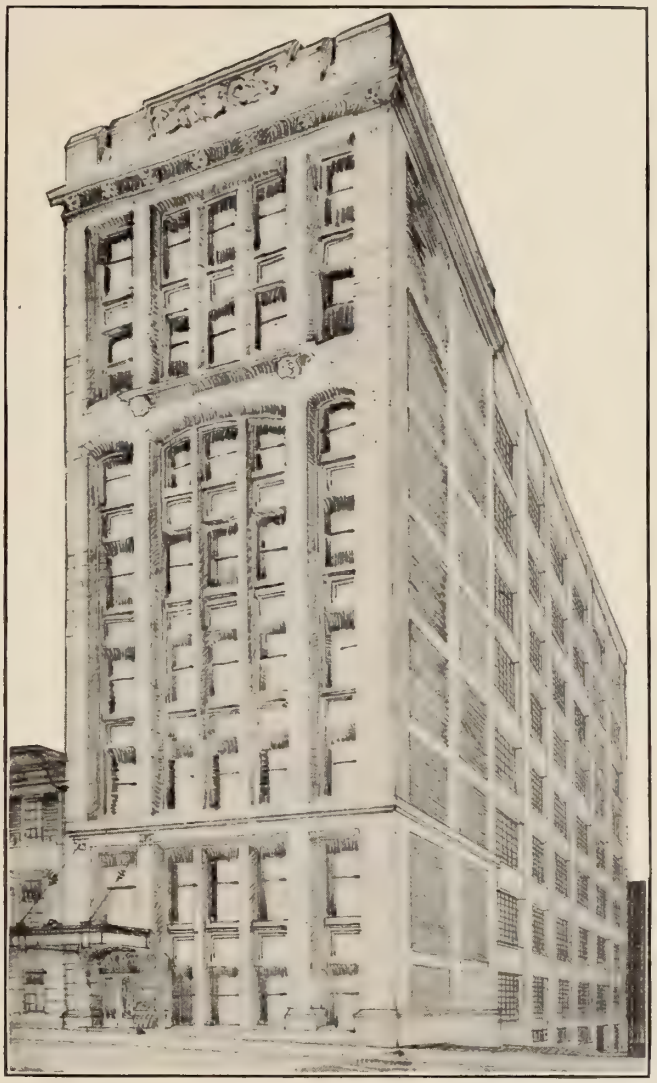
Color sequence is changing and is expected to follow later demand this year. The trend of novelty business felt on the larger markets suggests that fully 75 per cent. of the business will be done on few colors. The leading shades will be cardinal and maroon, which will reach a fad. Plain colors will be sold in a similar ratio to last season and based on the suitability for the garment shakers are made in cardinal, maroon or Burgundy, Havana brown, tan, slate gray, white and heather mixtures in which red-olive and brown predominate. Brushed knit garments in soft shades, maroon, three grays, especially silver and the lighter shades of tan are preferred. Belted styles are good in myrtle and black, cardinal and black, fawn and karki and gray and white. In combinations, white and tan gray and black and saxe and black are effective. Saxe is expected to be a favorite color in some lines. A good staple color list is made up. Cardinal, 2 shades maroon, gray, three shades, navy, brown five shades, green 2 shades, saxe-blues, two shades (1 added this year) and white with inumerable combinations. Eighteen colors cover staple numbers. This tends to concentrate the range of orders to assist manufacturing and delivery.

In kindred knitted lines, the range of novelty is comparatively smaller. No long coats are sampled, although some sections of the trade expect they will be wanted, when the season opens. A smart tailored suit, sampled in pencil stripes of plain colors is a high novelty. Seams are felted and edges taped. The weaves of the fabrics are sufficiently firm to ensure the garments retaining their shape. They are finished with large pearl or fancy buttons.

Large buttons in novel designs are being used on several of the heavy stitch garments.

Smaller novelties, both import and domestic, are not as numerous as last year. The most marked change is seen in the number of samples on the market. Matched sets of sweaters, caps and gauntlets in striped brushed knit designs are brought out in white with cardinal or blue. Saleable styles in motor hoods, mufflers, senoritas, hats, caps and toques, mitts, gloves and honeycomb shawls can be chosen from any of the ranges catering for this business. Selection is a matter of superior value. Mufflers in hand crochet or accordion knit shot effects

A NEW HOME FOR JAEGER PURE WOOL



243-5 BLEURY ST., MONTREAL

The rapid expansion of our business has necessitated an increase in warehouse accommodation, we have rented the 3rd, 4th and 5th floors in this new building where we shall be pleased to see our customers when in the city.

DR. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY LIMITED

with fringed ends, combinations of black and white grays, red and black and gold and black comprise leading values and some unusually select style at higher prices.

Outing hats, aviations and caps for both sexes are quoted at figures which meet standard selling prices. Some of the well known numbers are likely to be replaced by the same or similar makes in brushed knit finish. Mitts and gloves are a department in themselves. Seamless gloves in grays, browns, heather white and black, with or without fasteners can be had at all prices. Merchants are offered a splendid $2.25 double mitt, which meets their requirements. Corresponding values in red, navy or black are seen at $3.25 and up to $4.50 dozen. Gauntlets, leggings and overalls are continued in the usual numbers.

A new line of leggings or pullovers for ladies has been added this year. Inquiries from special customers last season resulted in the manufacturer placing samples in the range. These protectors are similar to overstockings, except that they have no feet and reach from the ankle to past the knee. They are made in black only.



Brushed knit or angora finished cap for boys and girls. A new Fall number made by Avon Hosiery, Ltd., Stratford.

Larger retailing records are going to be made in the juvenile section of the knitted goods department in 1913. Ranges demand special attention to this section and its development. For youths and boys the influence of style of the larger sizes is evident. The same applies to misses' and girls' lines.

BETWEEN SIZES MADE.

Last year between sizes for youths proved a welcome innovation. This season special sizes 28, 30 and 32 are made for misses. This divides the selection so as to include styles more suitable for larger boys and girls, where the garments of their elders prove an inspiration. It also overcomes the trouble of double quantities of 28 size. Merchants need no longer complain of different prices for similar sized garments in almost identical styles, because prices were averaged.

For youths, Shakers, cardigan and fancy rack styles, as appear in men's sweater coats are shown in corresponding sizes. Scout coats in kharki (regulation army quality) with pockets and shoulder straps are proving a good number. Norfolks, blazers, middys and busters in designs and color combinations similar to ladies' styles are the selling garments for misses. A full range of busters, sweaters and two and three piece suits for children, months to 6 years old, is possible. Boys' cashmere jersey suits or brushed knit suits are shown in sizes 21 to 24 at two prices, $16 to $18 and $24 to $30. Babies' coats, matched sets for infants, muffs, mittens, caps, and sashes are being prepared for special buyers. This is the department where the margin of profit is largest, because the average buyers neglects to consider these lines and opposition is less. Furthermore, up to the present season, the advantage of repeats and detail of style did not suggest the field that is opened by this year's attention.

There is no demand for knitted goods, which cannot be met by this year's selection.

Manufacturers have every confidence that their styles and values are right. Certainly the range of selection surpasses any proposition which has yet been placed before merchants Workmanship, detail of finish, retail conditions and the scope of the lines are improved for good business. With a larger output and increased facilities for satisfactory shipment, the mills can handle the largest season's turnover in history.

Increased orders already booked both from wholesale and retail buyers indicate a careful study of both retail and mail order wants. Especial attention is given the different samples for leaders, catalogue or special advertising numbers. Retailing the many seasonable lines calls for a well considered merchandising scheme, which will commence with the first tourist business this season. Each merchant can easily make a record season's business, both for his locality and class of trade catered to. Fall, 1913, is to be a profitable season in all sections of knitted goods.

Ask Your Wholesaler for

"THE WESTFIELD"

Ladies' Scotch Knitted WOOLLEN VESTS



Pure Wool, brushed finish, single and double breasted.

If YOUR wholesaler does not handle these, write us for the name of one who does.

This vest, being made of Pure Wool, is very warm, although light in weight, making it a very comfortable, stylish and exceedingly serviceable garment for Spring and Fall Wear.

This style is the latest from the London and Paris markets.

AGENTS TO THE WHOLESALE TRADE ONLY.

SEWARD BROTHERS

251 St. James Street . - - Montreal, Que.

PHONE MAIN 4179

Import Ranges Follow Accepted Lines

Few radical changes are noted from accepted styles of last season—New fancy weaves are shown in sweater coats—A decided development in brushed finish lines.

IMPORTED ranges of knitted goods, now being shown to the trade do not contain many really new features—that is to say there are no radical departures from the accepted styles of last season. There are, of course, a lot of new fancy weaves in sweater coats, but the most favor seems to be given to the "brushed finish" goods.

There has been a decided development in the "brushed finish" lines, and these are shown in an infinite variety of styles and colors, not only for men and women, but for children as well. All the popular designs in sweater coats may now be had in brushed finish and there are also offered, and largely accepted, a comprehensive range of caps for men and women and complete suits for boys and girls.

A feature of the buying this season is the favor shown for the better class lines, it being claimed that for high-priced novelties the German and British manufacturers can, by reason of the cheaper labor, give better value for the money than can the domestic makers.

Real Angora sweater coats, which are wonderfully soft and cosy feeling have sold well, some lines that have taken well being priced at as high as $90 a dozen. This indicates the trend for better class goods, regardless of price.

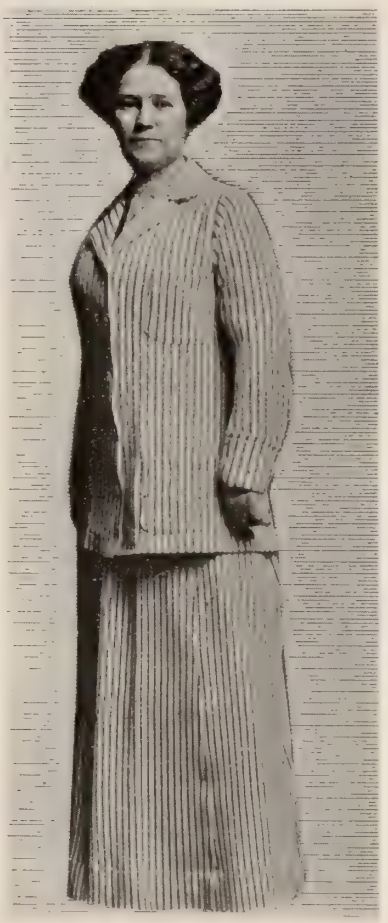
The colors mostly favored in these expensive lines are light browns, fawns, Camel's hair shade or greys. There are a great variety of browns offered and many are shown with the trimmings either lighter or darker than the body.

One very attractive novelty in sweater coats is a fine white knit, with very fine stripes of tan or grey. This resembles in appearance a fine flannel so closely is it knit, while it has the appearance of flannel it also has the elasticity only to be had in the knitted goods. This promises to be a popular garment.

Sweater coats with adjustable collars seem to be in most demand, as they can be adopted to so many uses. There are many styles of these for both men and women, but one of the newest things shown of this type is a coat finish, the same down the front, inside, as outside. The collar may be buttoned up high about the neck, turned down at the back so as to form a square sailor collar and the front turned back as far down as desired, the inside finishing allowing this to be down without detracting from the neat appearance. This makes a utility coat adapted for almost any outdoor purpose.

As before stated, there are many styles of fine fancy weaves and shaker knits, but these show little change from past seasons except perhaps in the range of colors or variety of combinations.

In ladies knitted caps the brushed finish is apparently superseding the crochet knit—that is for the higher class trade. The crocheted lines will no doubt continue in demand where price is a consideration but for novelty effects the brushed finish may be had in an almost endless variety of shapes. Many of them are shown with fancy knitted bands, brushes, tassels or made-up ornaments. One of the newest is a Napoleon shape which is caught across the head and fits down over the sides with a fastening over the ears and silk ornaments. The utility of these caps makes them in strong demand. Some styles have rows of thread stitching to stiffen the brims and others are shaped about the face and low around the back of the neck. Many styles of hood mufflers are



Stylish two-piece knitted suit in pencil stripes—one of the latest tailored designs in mannish effect shown. Courtesy Harvey Knitting Co., Woodstock.



High Novelty Imported KNIT GOODS

The Season's Fancies





THE ever popular fancy wool novelties are even more in demand this season than ever. The tendencies are for an increase this year.

We are direct importers of all kinds of high novelty wool goods, including exclusive ranges of Honeycomb Shawls, Motor Hoods, Hand-Crotchet and Knitted Outing Hats, Aviation Caps, and Toques for women, misses and children. We also carry a fine range of all silk, silk and wool, and wool and lace Senoritas and exclusive Opera Scarfs, in the latest designs, also a full line of children's and infants' accessories.

Capture the exclusive trade of your town by stocking our novelty wool goods. Write for samples.

L. C. LeVoi Company Limited

32 King Street West, Toronto

SOLE SELLING AGENTS OF THE DOMINION FOR SPITZER BROS. & CO., LIMITED.
NOTTINGHAM, CALAIS, PLAUEN, ST. GAUL and BARMEN.

also shown. These appear to be increasing in popularity with Canadian women, and for children, especially in the Western provinces and for outdoor sports. Caps may be had in all colors, though white seems to be very popular.

An improvement is being shown in knitted underskirts for women. These did not take very well when first introduced, owing largely, it was claimed on account of their bulkiness around the hips, caused by the heavy knitted material overlapping. This objection has been met by having a wide fitted-band at the top of the skirt and in this way the bulky feature has been done away with and the warmth of the knitted material retained. It is stated that the new style is selling well.

Boy's suits are shown in fine knits for Summer and Spring wear, many of them with a fancy design marked through them. They are finished with the square neck or sailor collar and practically all the effects are shown in knitted wool as are obtained in cloth. The boy's suits consist of jersey, pants and caps and for little girls there are the same range of effects in sweaters and skirts. Some very neat models in brushed finish are also shown in the children's lines.

Ladies knitted vests are growing in popularity, judging by the orders placed thus far. These are shown in single and double-breasted styles in all colors. The brushed finish is the most sought after. Striped patterns, after the styles in men's vests are the most popular. These vests may be worn for golfing, boating, etc., as an outer jacket or as a neat fitting under-garment with suit coat or cloak for the colder weather. Ladies cardigans and Spencer's are also selling well this season.

Value in Underwear Ranges

Continued from page 48.

ers compare weight, size and feel. Salesladies, who sell the garments have a closer idea of the demand of the community than anyone else in the store. They have to sell the goods and if they choose the numbers they want, the result is increased volume. Under present profit advances the merit of turnover is preferred to larger profits and less business for a time. This seems to be the consensus of opinion. Old styles and old values are a good reason for the percentage of increase reported on orders already placed.

Shipment of values to order will be verified next Fall. A leading jobber, when asked if values would be maintained could only cite past experience. Previous orders have always been up to sample. There is every reason to expect that the mills represented will deliver values and quality, as a matter of reputation.

Price Trend of Cotton Yarns

The year 1912 saw a remarkable advance in the price of cotton yarns. This was due primarily to the unusually low prices of cotton which prevailed during 1911. At the beginning of the year 1911, prices were high as a result of the marked slowness of the supply. Then came the bumper crop of 1911-1912, and as it became apparent that a remarkably large supply was in sight, the price fell off very rapidly. When 1912 opened, quotations were lower than for many years. The trend, therefore, was distinctly upward throughout the past year,

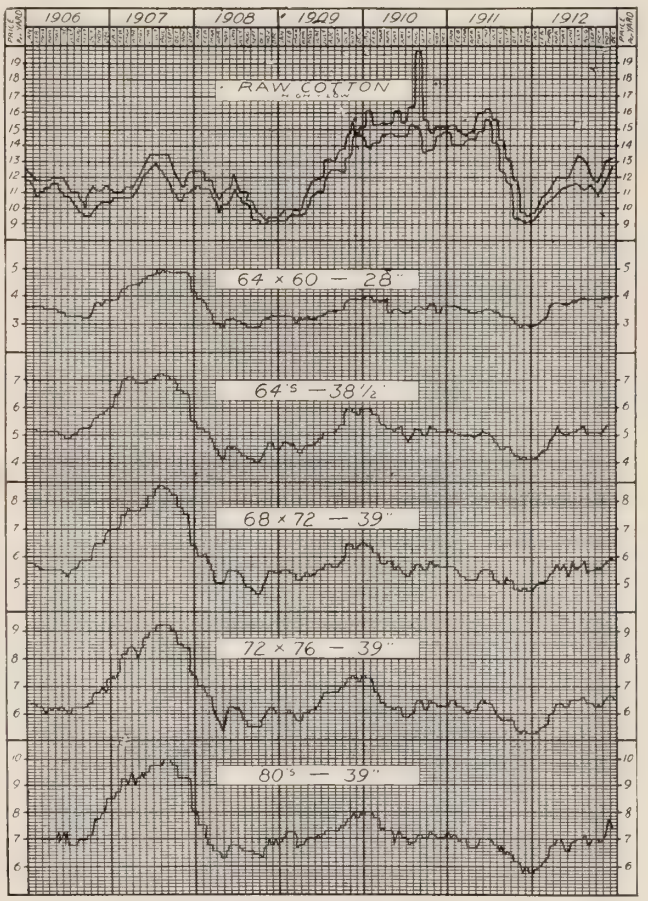


Chart showing fluctuations of cotton yarn. Prepared by Textile Journal.

with the result that at the close of 1912, prices of cotton yarns were in many cases 33 p.c. higher than twelve months before. The advance was decidedly more pronounced during the last four months of the year than during the earlier stages. In January, 1912, 20s two ply warps were selling at 18½c. By

Ask Your Wholesaler For
SCOTCH KNIT

Woollen Gloves
Woollen Caps
Woollen Waistcoats
Woollen Motor-Scarves

LEICESTER

Sweater Coats
Caps and Motor Scarves, etc.

To the wholesale trade

We are representing:—

J. L. Gibson & Co., Dumfries, - Scotland
John Currie Son & Co., Stewarton, Scotland
William Lockie & Co., Hawick, - Scotland
H. W. Plant & Co., Leicester, - England

All of whom are the largest and best manufacturers of their respective lines.

Seward Bros.

Selling Agents to the Wholesale Only

251 St. James St. - Montreal

PHONE, MAIN 4179

September 1, the price had climbed to 21½c and by December it had gone to 25c.

The advance was due to actual conditions and was not in any way the result of manipulation for speculative purposes. The strength shown during the last four months of the year is pretty generally accepted as an evidence that the market will continue to show firmness.

Peterborough, Ont.—Thos. Barrie & Co. have purchased the site for a new three-storey building. They intend erecting a $40,000 structure to handle both the wholesale and retail departments. Sales and show rooms are to be on the first floor, skins on the second, and manufacturing on the third. It is also reported that this firm intend opening retail stores in Ottawa, Edmonton and Calgary in the near future.

Large Extension Planned

The John White Co., Woodstock, have commenced rebuilding on a large scale. According to the plans, this firm are adding another store to their building and removing the intervening walls on each floor. A uniform front with two entrances instead of three is proposed. This will give six large show windows with double plate display space in the centre. Upper floors in front and the rear construction will afford as much light as possible. They are to be almost entirely of glass. Interior departments will be rearranged to the best advantage on the three immense selling floors. New counters, cases and equipment are planned as soon as the rebuilding is finished. A new elevator is being installed. Parcel delivery, cash and store systems are to be improved where possible. When completed the store will be one of the most up-to-date in Eastern Ontario.

Humboldt, Sask.—W. S. Baldwin has sold his men's furnishings store to W. R. Stevenson.

Fort, Saskatchewan.—Fire broke out in the business section, doing damage to the extent of $125,000. The dry goods store of Jones, Graham & O'Brien was burned.

Virden, Man.—Scaler & Carscadden have opened the new store, adjoining their present building, and will use it for clothing, men's furnishings and boots and shoes.

Ottawa, Ont.—A new ready-to-wear store for women and children has just been opened in Ottawa at 141 Sparks Street by the well known mail order house, Montgomery, Ross & Co., of 375 Aqueduct street, Montreal. John Danavall is manager of the store in Ottawa.

Attention! Knit Goods Buyers

It's a mighty important matter, Mr. Retailer of Western Canada, the attention you devote to Knit Goods.

The climate creates the demand. It's for you to look after the supply.

The class of goods we show are money makers for your Knit Goods Department.

They are gathered from the best Knit Goods Markets in the world. They are now in our representatives' hands—Do not pass up the opportunity when you are invited to look at them.

The Hanley, MacKay, Chisholm Co., Limited

139 Albert Street, Winnipeg, Man.



You would not think of selling hosiery seamed up the front

Then why **continue** to sell Hosiery with seams up the back — in the toe or foot? Why continue to sell such seamy, uncomfortable things when you might just as well sell the **better** hosiery—the **Pen - Angle Full - Fashioned Seamless Kind?** These stockings are made **without a sign of a seam**—and are the **only** full-fashioned hose made in Canada that are actually **knit** into shape, and shaped lastingly to the curves of the foot and leg as they are being knit. Women have waited years for such hosiery—and they'll ask for it at your store. So **be wise**—stock the Pen-Angle Full-Fashioned Seamless Kind.

PENMANS LIMITED

Paris -:- Canada

UNDERWEAR
HOSIERY SWEATERS

WARRANTED HIGH PENMAN'S GRADE HOSIERY

Pen-Angle Hosiery

JAY Underwear

All-wool Unshrinkable

THE LEADING ENGLISH UNDERWEAR

THE JAY FINISH TRADE MARK UNSHRINKABLE.



We mention below three features of JAY Underwear which will appeal strongly to your customers:—

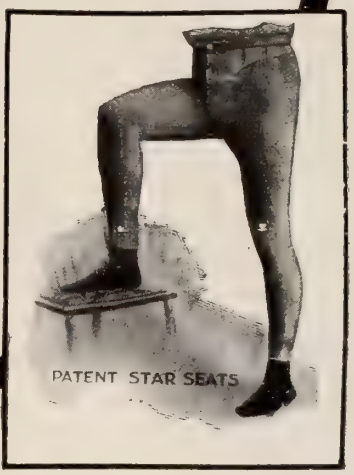
LADIES' WEAR. The Jay combinations are fitted with the patent "S Wrap," thus affording complete protection where this is most necessary.

MEN'S WEAR. Pants have the patent "Star Seat," whereby the garment adapts itself to every movement of the body, without chafing.

GUARANTEE. Any Jay garments shrinking in the wash will be replaced free.

Wholesale Agents:

I. & R. Morely, Geo. Brettle & Co.
London, England



Ask Your Wholsaler For **GIBSON'S**

MAKE OF : : **SCOTCH SEAMLESS WOOLLEN GLOVES**

THERE are so many so-called "Scotch Knit" gloves on the market made *outside* of Scotland; the best are, and always have been, made in Scotland. To make sure the gloves you buy are actually manufactured in Scotland, thus obtaining for your customers the *best* glove, all that is necessary is to ask for GIBSON'S.
These gloves are made in a variety of styles.

Sole Selling Agents to the Wholesale Trade



SEWARD BROTHERS

251 ST. JAMES STREET - (Phone, Main 4179) - MONTREAL, QUE.

"The Outing"

Canada's Leading Knitted Coats



C52



A50



B51

Manly Knit Coats

"Outing" Brand Knit Coats have that manly touch which appeals to the young man who glories in the outing world—the world of sport. Our showing is complete.

The Shaker is New

The above cut represents our No. A50 Shaker Knit Coat—a new line that has taken the trade by storm. A sample of this coat will please you and be the forerunner of a live knitted coat business.

Our salesmen are now on the road. Don't fail to see the "Outing Range"

Frank W. Robinson, Limited

Bathurst and Wellington Streets

TORONTO

"THE COATS THAT ARE TAILORED TO FIT"

AVON KNIT



OUR "STAR" CAP No. 24

"Avon Star" Knitted Toque. One of our specialty leaders for 1913, to be had in either plain or angora finish. This makes a good 50c. toque.

One of the many new features of our range of Knitted Novelties for 1913.

Our lines have been strengthened in every department and conform with the latest essentials of style, quality and workmanship.

We manufacture hosiery, gloves, mitts, toques, ties, mufflers, and sashes and all of these lines have a reputation for superiority of material.

When you buy **"Avon Knit"** you get a better article.

Our selling agents, Richard L. Baker Company, Toronto, are on the road with a complete range of our knitted novelties. If you have not seen them, write us for samples.

AVON HOSIERY, Limited, STRATFORD CANADA

TRADE MARK
MADE BY
THE GODERICH KNITTING CO

Maple Leaf Brand

Hosiery and Mitts are made of high-grade yarns. That's why they look so good and wear so well—and why they bring customers back for more.

The dealer selling this line can talk with assurance because he knows it is backed by years of experience, made by a responsible company and that the goods are the very best—a combination which means big sales.

WATCH FOR 1913 SAMPLES

Goderich Knitting Co., Limited
GODERICH, ONTARIO

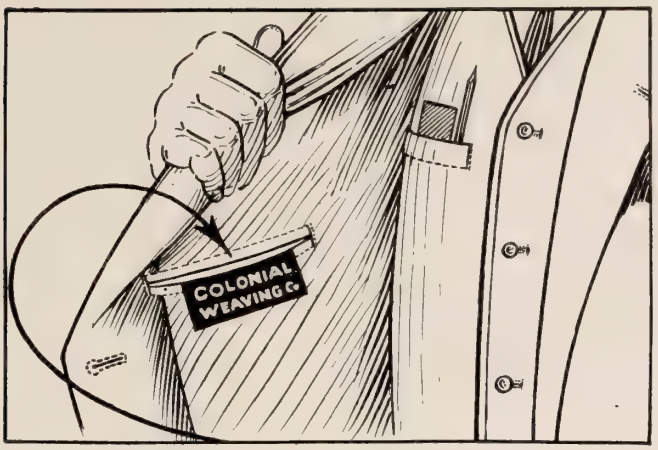
Health Brand Underwear

Guarantees Satisfaction to

Seller and Buyer

See our wonderful range and book your orders early.

Greenshields Limited
Montreal



Distinctive **Effective**

WOVEN SILK LABELS

Your name or trade mark woven in a silk label and attached to your goods will give you much-desired publicity.
A silk label beautifully woven is a recommendation in itself. It bespeaks your faith in your goods and is a silent salesman of true worth.
Write for samples and prices.

Colonial Weaving Co., Ltd.
PETERBOROUGH, ONT.



Textile Soaps

A SPECIALTY

THIRTY-FIVE years' experience in the manufacture of textile soap in England and in Canada.

Send for Samples and Prices

LONDON SOAP CO.
(A. G. Phillips, Prop.)
LONDON, - ONTARIO



Knit Goods That Create Interest

The **"Best-Knit"** 1913 range of Sweater Coats, Scarfs and Ties will be much in evidence in your stock of Knit Goods for they are distinctive in style and appeal to the trade that demands style as well as quality and value.

Send for samples to-day or drop a card and we will have our representative call on you.



304S

Best-Knit Limited
Brampton, Ont.



ZIMMERKNIT

DEALERS: Just a word of warning: If you want prompt delivery you must order from your jobber early—at once, if possible. Otherwise, stocks will very soon be exhausted.

SATISFIED SMILES

and satisfied customers, which mean more sales and bigger sales, follow the stocking of Zimmerknit.

For Men and Boys:—

In two-piece Suits and Combinations—Long Sleeves, Short Sleeves, and No Sleeves—knee length and ankle Drawers.

Brown Balbriggan, White Balbriggan, Colored Balbriggan, Mesh, Porousknit, Velvetrib, Lisle, Mercerized, Merino, Natural Cashmere, Pullovers, Bathing Suits, Outing Jerseys, Gymnasium Jerseys.

For Ladies and Misses:—

In Vests, high and low neck. Drawers, ribbed, knee and umbrella. Combinations, in low neck with ribbed knee or umbrella style.

White Lisle, White Balbriggan, White Porousknit.

ZIMMERKNIT

Summer Underwear

ZIMMERKNIT

"—finer than silk—"



THIS ZIMMERKNIT idea has made a decided hit with YOUR customers. They will insist upon Zimmerknit Underwear, because they know that it readily absorbs heat and moisture, fits snugly, gives perfect ease in action and is smoother, softer, lighter and more elastic than silk. They know that none but the finest of selected yarns are used in the knitting. They know how it wears.

Zimmerknit Underwear is known and worn throughout the entire country, and has been for years.

You are taking no chances in handling Zimmerknit.

It is not an experiment—not an untried article.



You are stocking and selling goods which have made good, and the sales of which have increased at such a rate as to force us to build *three* additions to our factory within the last five years.

Make free use of the store advertising we are sending you from time to time. Display it with the Zimmerknit stock where it will show to advantage. Use it in the windows—on the ledges—in the showcases.

You'll find it will remind your trade of the well-defined intention to buy Zimmerknit.

Zimmerknit Agents:

E.H. WALSH & CO., Toronto
Agents for Quebec, Maritime Provinces, Manitoba, Saskatchewan and Alberta.

W. R. BEGG - Toronto
Agent for
The Province of Ontario

A. R. McFARLANE, Vancouver
Agent for
The Province of British Columbia

THE ZIMMERMAN MANUFACTURING COMPANY, LIMITED,
HAMILTON, - ONTARIO

UNDERWEAR

DENTRO
THE WEAR IS THERE
D KNIT O

A NEW LINE

GET ACQUAINTED WITH IT



Here is a new firm full of new ideas about what the knit goods trade needs, and anxious to make the acquaintance of every dealer in Canada. Under the direction of the best knit goods men in the trade we are now making, and our travellers will soon present to you, a full line of



MITTS, GLOVES, TOQUES, HOCKEY

and MOTOR CAPS, SASHES, MUFFLERS

and SWEATER COATS



We know that when you once see our samples you will be ready to talk business. The BENTRO KNIT will give your customers 100% satisfaction every time in durability and comfort and result in repeat sales for you.

Drop us a line and our representative will call on you.

The Williams, Trow Knitting Company, Ltd.
STRATFORD, ONT.

Agents : J. M. Robertson & Co., 70 Bay St., Toronto
Geo. A. Harris, Hammond Block, Winnipeg

REGISTERED

Est'd 1785

TRADE MARK

BEEHIVE
KNITTING WOOLS

—BRITAIN'S BEST—

J. & J. BALDWIN'S BEEHIVE AND WHITE HEATHER specialties form the finest range available from any source.

AGENT :—DUNCAN BELL, MONTREAL & TORONTO



Scott Sweater Coats

are value through and through



We Make Jerseys and Sweaters to Order

THE SEASON'S TRIUMPH

in Men's and Women's Sweater Coats is embodied in the 1913 "SCOTT" range.

This is a stone-wall line to back any knit-goods department.

The styles are correct, the fit is perfect and the value leaves nothing lacking.

Try the "SCOTT" Sweater coats this season.

Scott Knitting Company

24 Ryerson Ave., Toronto

Ask Your Wholesaler For

The "Aeroplane"

Hood Mufflers

Manufactured by

H. W. PLANT & CO.

Leicester, England



IN ALL COLORS

THE demand for these mufflers is now enormous and they have "come to stay." They are made of pure wool, are extremely serviceable and very stylish. They retail at popular prices and the smallest store can make large sales in them.

Don't be misled, but stock the best, viz., the Aeroplane Hood Mufflers.

Sole Selling Agents to the Wholesale Trade

SEWARD BROTHERS

251 St. James Street, Montreal, Que.

Phone, Main 4179

Harvey Knitting Company, Limited, Woodstock



Line 158. Boys' Overall Suit.

This exclusive line of ladies' boys' and children's sweater coats will be of interest to the buyers of Canada, for never have they had such values offered to them before. The range consists of a full line of handsome hand tailor made full fashioned garments. A card to-day will bring our samples to you. It will pay you to see them.

We sell only to the retail trade

Agents:

Maritime: F. S. White, St. Stephen, N.B. Quebec: P. DeGruchy & Son, 207 St. James St., Montreal. Ontario: J. E. McClung, 33 Melinda St., Toronto. Manitoba and N.W.: S. Groff & Sons, 290 McDermott Ave., Winnipeg. British Columbia: H. P. Lang, 601 Welton Bldg., Vancouver.



Line 245. Coat with detachable hood.

TRADE MARK REGISTERED TIGER BRAND.

TIGER BRAND

the underwear of value

TWO FEATURES FOR FALL 1913

UNION SUITS WITH "COMFORT" CLOSE-FITTING CROTCH

HEAVY ELASTIC RIBBED UNSHRINKABLE TWO-PIECE SUITS.

R 69 at $9.00 per doz.

With much added expenditure to our already well equipped plant, we are in a position to give values and service even better than ever before.
The above lines ranging in prices, $9.00, $10.50 and $12.00 for heavy elastic ribbed, two piece suits, and $18, $20 and $24 for combinations, are made of pure imported wools.
See our range at these prices and compare them with others. Note the close-fitting crotch combinations.

Samples Now in Agents Hands.

The Galt Knitting Co., Ltd.

Galt, Ont.

Agents:—Ontario, J. E. McClung, Toronto. Quebec, Philip deGruchy, Montreal. Maritime Provinces, Fred S. White, St. Stephen; West, Hanley, McKay, Chisholm Co., Winnipeg.

The New "Hermsdized" Hosiery

Hermsdorf Brilliants

For more than twenty years Hermsdorf Fast Blacks have been sold in ever-growing volume all over the stocking-wearing world. The *first real* fast black for coton hosiery has never been surpassed for its *clean* and *steadfast* qualities, for its *purity* and *permanence*. The laboratory that discovered Hermsdorf Fast Black Dye now gives to the world a new process for finishing COLORED Hosiery —called "HERMSDIZING."

This process imparts a bright silky gloss; a soft sheeny surface; and an *evenness* of color that is usually found *only* in high grade silk hose. That's why the new "Hermsdized" Hosiery is named

Hermsdorf Brilliants

"Hermsdorf Brilliants" Come in ALL Colors.

They *look* like silk but *wear* like cotton. The Hermsdizing finish is *permanent* and *laundry-proof*.

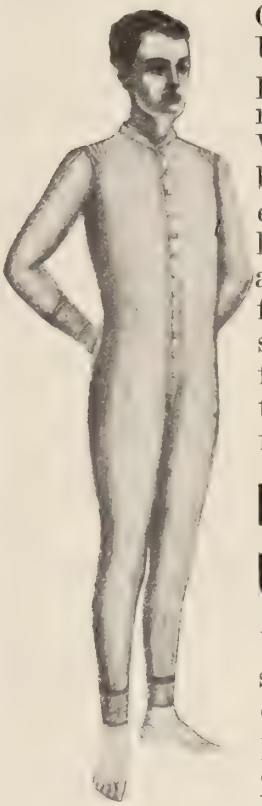
All progressive Hosiery Buyers are cordially invited to write for further information.

THE NAME THAT SELLS THE STOCKING.

Louis Hermsdorf Dyer

Works: Chemnitz, Saxony.
American Bureau: 235 West 39th Street, New York.
Cuts, Show Cards, Booklets, etc., FREE.
Write for your copy of "Stocking Selling Sense."

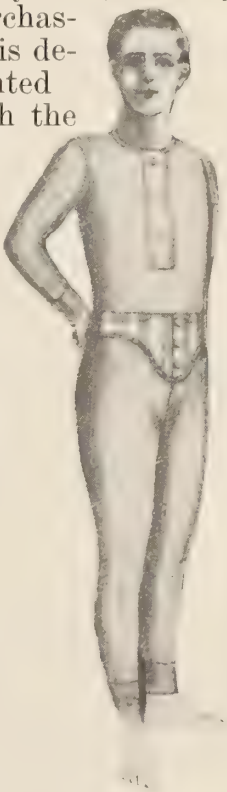
Underwear that brings the Customer back for more.



Our large range of Union and two-piece Underwear is now ready for your Winter, 1913-1914, business. The dealer who stocks this line makes not only a large present profit, but builds a solid foundation for future sales. Customers come back for

DR. NEFF'S UNDERWEAR

because it gives real solid satisfaction every time, as every purchaser is delighted with the softness, durability and general excellence of this line.



The Maple Leaf Brand has been very popular among the leading wholesale dealers who will give your order, whether large or small, prompt attention.

It would be profitable for you to see our samples before placing your order.

THOS. WATERHOUSE & CO., Ltd.
INGERSOLL **ONTARIO**

HAROLD F. WATSON, WELDON & CO., Selling Agents
Coristine Bldg, Montreal

TURNBULL'S
MAKERS OF THE FAMOUS "CEETEE" PURE WOOL
UNDERWEAR

Live Merchants

know that honesty is the best policy, and that it pays to give their customers the best goods. They also know that there is no better underwear made than

CEETEE (All Pure Wool)
and Ribbed
UNDERWEAR

"CEETEE" Underwear is the finest pure wool underwear made—only the finest Australian Merino wool is used. Each garment is knit to fit the form of the body — all joins carefully knitted (not sewn) together.

We defy you to find a better Underwear the world over.

Display it in your windows now while it is being advertised.

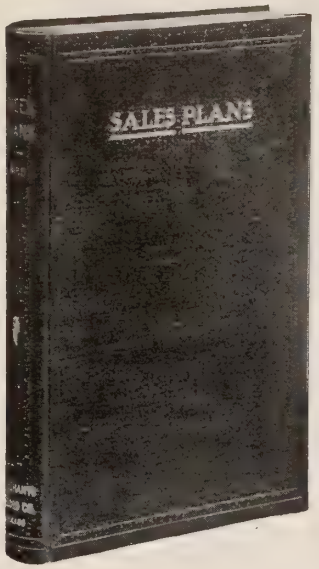
The C. Turnbull Co. of Galt, Limited

GALT, - - - ONT.

Also manufacturers of Turnbull's high class Ribbed Underwear for Ladies and Children. Turnbull's "M" Bands for Infants and CEETEE Shakerknit Sweater Coats.

216

Every Ambitious Merchant



SHOULD READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE $2.50

All Orders Payable in Advance

TECHNICAL BOOK DEPARTMENT

MacLEAN PUBLISHING CO.

143-149 UNIVERSITY AVENUE :: TORONTO

Not an Enterprise for the "Quitter"

"If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

"He must know before he begins it that he must spend money—lots of it.

"Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

"Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

Ladies', Misses' and Children's Underwear

For Fall 1913

Before placing your order for Fall goods kindly await the call of our representative, who will be able to show you many improvements in our well known brands, viz:

Zenith BRAND REGISTERED

Crescent BRAND REGISTERED

"Velva" BRAND

in Womens', Misses', Children's and Infants' Vests, Drawers and Combinations.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. W., Toronto, Ont.



When buying Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.



The Gillies Knitted Muffler combines comfort with style and neatness. Our range for 1913 is very complete and extensive. Gillies Knitted Mufflers are here to stay.



The Neckwear of Dignity

Gillies' Knitted

The dignified appearance of Gillies' Knitted Neckwear has created an overwhelming demand for these goods, especially with the women who are careful in the selection of their dress accessories. Our Easter showing is unsurpassed in variety of style, shadings and qualities. We would be pleased to have you send us in an open order, and we feel confident that our selection will please you.

Select Now for Easter.

THE A. J. GILLIES MANUFACTURING CO.

Formerly

The Laces & Braids Manufacturing Co., Ltd.

121 PRESCOTT AVENUE -:- -:- -:- **TORONTO, ONT.**

1913

Does the men's underwear question bother you?

St. George is the satisfactory conclusion of your underwear troubles.

Our many years of experience in manufacturing only Men's Winter Underwear have made us specialists in this line and enables us to offer quality, styles and values that are to-day unequalled in the trade.

See our 1913-14 samples.



Schofield Woollen Co.
Limited
OSHAWA, - - ONTARIO



The New Modes in Hair Dressing

The new hats show more of the hair—Hair wavers again in request—New modes are simple and compact, and show the outline of the head—Rendering such services as the making of buttons, scalloping and hemstitching of advantage to department—Impossible to over-emphasize the vogue of buttons.

CONSIDERABLE interest is attached to the new modes in hair dressing, for it cannot be denied that the new hats reveal more of the hair than we have been accustomed to seeing for some time now. Simplicity and compactness are the chief ideas followed in the new modes of dressing the hair and in all cases the outline of the head is preserved. Though neatness and trimness is a feature, the softening influence of light fringes of hair and little clusters of curls is allowed. Also there is a decided tendency to return to the waving of the hair, and either the whole of the hair may be waved or the hair in front only may be waved.

One of the most novel of the new styles is the "casque." To dress the hair in this fashion a proper support is needed. The front hair is curled to form a soft bang in front and the rest of the hair is waved and drawn over the support so that it lies in regular waves over the entire head. The ends are turned under and concealed beneath an ornamental comb just above the forehead. Another coiffure that follows the outline of the head is the "interlace." This is only suited to useful faces and can seldom be arranged without the addition of a switch, and the switch used must be extra long. There is a soft bang across the forehead and tiny ringlets give softness around the neck and face and the hair is parted from forehead to nape and divided into tresses which are interlaced across the back of the head.

Quaint Victorian modes calling for chignons and ringlets are also much in vogue. The front hair is parted and waved or, if more becoming, there is a soft fringe and the waved hair is simply drawn back. The chignon or twist is finished with a band of hair or soft coils below which little bunches of curls are pinned on at the sides. Chignon, puffs and curls can all be bought. The chignon is secured by a fancy comb and a barrette will be a necessity in most cases to secure stray ends and keep the coiffure neat.

There are numberless ways in which the up-to-date store gives service that was undreamed of a decade ago, and to be able to supply these needs forms an important part of the service required by the woman of to-day from the store she patronizes. The store of course makes a direct profit and profits indirectly because such service brings people into the store and helps to hold their business.

In this connection the advantage of being able to have such work as having buttons made from customer's materials to match the suit or gown that is being made up, to be able to have table sets made up with scalloped edges that can be further embellished by hand embroidery by the owner, or scalloping and hemstitching applied to the many articles for household use or for childrens and personal wear, should be a great drawing card to the needle work and fancy goods department.

Some kind of hand-made, that is machine made, imitation gowns and other accessories of dress. For instance there are plaitings both knife and accordion that are more in the limelight at the present time than they have been for quite a season. These plaitings can be made in widths varying from 1 inch to 48 and their application is as varied as the widths so that there is always a large constant call for this service.

Once a department gets in touch with the proper channel for having these services carefully and properly done, a nice little side line is soon developed, and not only this, but the store is able to put its customers in early touch with new trimming effects of this class.

BUTTONS TO BE LARGELY USED.

It is impossible to emphasize too much the importance of the use of buttons for trimming purposes this Spring. Buttons are used on everything and lines of buttons trim the dainty piece of neckwear and are equally in place on the handsome suit, or coat. Naturally now that Eastern fashion influences are coming so strongly to the front, there is a good deal of bright color and glittering effects introduced into button lines. This is lengthening out the vogue

—The Known Best—



UNSEEN—NAIAD PROTECTS

In an age when every emphasis is put on the value of strict sanitary and hygienic conditions

NAIAD DRESS SHIELDS

measure up in these particulars as does no other shield.

—**Can be sterilized after use by immersing in boiling water for a few seconds only and pressed with a heated iron.**

—**Is an odorless shield, containing no offensive materials,**

—**Does not deteriorate with age or fall to powder in the dress.**

Write for samples and prices.

Wrinch, McLaren & Co.
Sole Canadian Manufacturers
77 Wellington St. West, Toronto

Art Needlework Novelties



Stamped and Tinted Goods

Cushion Tops	Centres
Table Scarfs	Tray Cloths
Doylies	Aprons
Pillow Cases	Belts
Guest Towels	Towels
Blouses	Pram Covers

Stamped Goods in Packages with Material to complete Work.

Corset Covers	Aprons
Chemises	N ght Gowns
Misses' Drawers	Circular Drawers

We control the sale of

FLOSSILLA ROYAL

The highest quality of Artificial Silk for Colored Embroidery

DMC. Threads, Fringes
Berlin Wools

Hambly & Wilson
TORONTO

Embroidery Hoops

The Best and Most Popular Hoops on the Market

Sold in over 18,000 Stores



"DUCHESS"
Eight Sizes,
3, 4, 5, 6, 7, 8, 10, 12, inches.



"DUCHESS OVAL"
Three Sizes,
3 x 6, 4½ x 9, and 6 x 12 inches.



"PRINCESS OVAL"
Three Sizes,
3 x 6, 4½ x 9, and 6 x 12 inches.



Eight Sizes,
3, 4, 5, 6, 7, 8, 10, 12 inches.

It Pays to always carry a full assortment of sizes in both the round and oval shapes. to meet the calls of your customers.

LOOK UP YOUR STOCK Order To-Day

Your jobber can supply you.

The GIBBS MFG. CO., Canton, Ohio, U.S.A.

of crystals and leading to the production of new shapes and combinations. Crystals come with centres or runs of jet and in clear rims with colored centres or colored rims with clear centres.

Rhinestone stud buttons are to have an immense vogue and are showing not only in single studs but in clusters of three or five.

Painted china buttons are again brought out, chiefly in flat and ball shapes decorated with single blooms and gay little bunches and garlands in Dresden style. In galalith and enamel celluloid pyroline and other materials of the same class, ball effects are the leaders.

News Items

Calgary, Alta.—S. McMorren has started a men's wear store.

Guelph, Ont.—W. B. Berner has completed the installation of his plant for the manufacture of carpets and rugs.

Galt, Ont.—G. V. McFarland & Co. have purchased the men's furnishing and clothing business of W. H. Kennedy.

Galt, Ont.—In the fire which destroyed the Fraser block here, the premises of W. Peared, manufacturer of sweaters, was gutted.

Redcliff, Alta.—T. A. Hicks has opened a men's wear store.

Saskatoon, Sask.—Burglars entered the men's furnishing store of Harry Tupling and took silk pajamas and ties valued in all at $50.

Trenton, Ont.—In a disastrous fire which broke out in the business section, the dry goods store of Sutcliffe & Sons was burned. The loss will be very heavy.

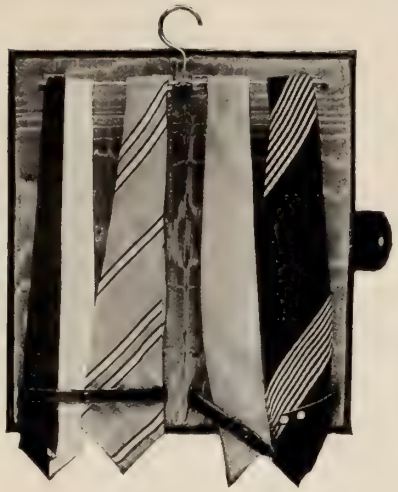
Benjamin Allen, who represented North Grey in the House of Commons for some years, died in Owen Sound on the 30th inst. in his eighty-third year. Mr. Allen was a fine type of the polished, courteous, Irish gentleman. He was the pioneer of the exclusive dry goods line of that town opening out in the early fifties, and continuing in this line for about a half century, retiring a few years ago to accept the clerkship of the Division Court.

Montreal, Que.—Burglars, who evidently knew the best quality of goods and selected only the best, forced an entrance Saturday night into the gentlemen's furnishing store of J. W. Blanchet, 391 West Notre Dame street, and carried away between $3,000 and $4,000 worth of the stock. They entered by the cellar from the yard in the rear, and, in order to get into the store, had to cut through two trapdoors and through two other heavily barred doors.

Talk to the Man

who has the final say about what goods come into the store through the columns of "The Review."

He reads it because it pays him. Why not tell him why he should buy your product?



Doing a Little Anticipating

Moving the Goods Before Moving the Business

YOUR CHANCE is ***now.*** There's a stirring of the waters these days. Things are "moving" in more senses than one. In fact the moving-bee is in our bonnet; and though it will not take effect at once, we are beginning to get ready.

THEREFORE—A pre-moving clear-up. Lines comprised are saleable and thoroughly up-to-date finished goods.

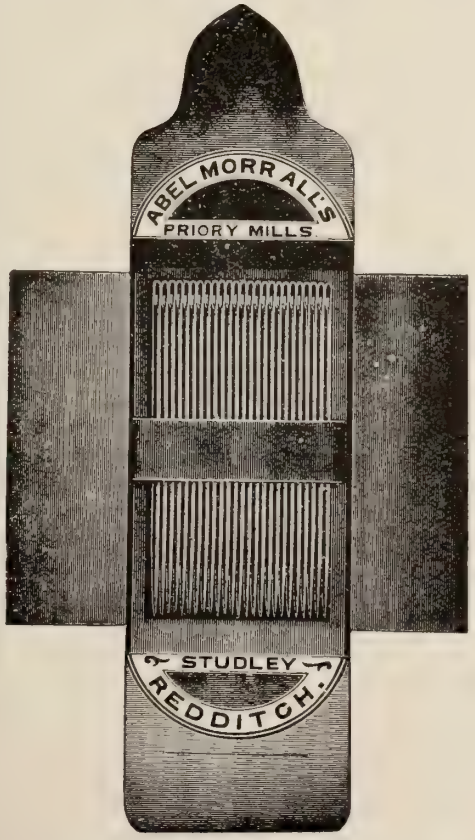
Generous Stock of Frames and Leather made up in New Styles.

And the low prices are calculated to do the work.

P. W. LAMBERT & CO.

Makers of Fashionable Leather Novelties

64-66 Lispenard Street : : : NEW YORK



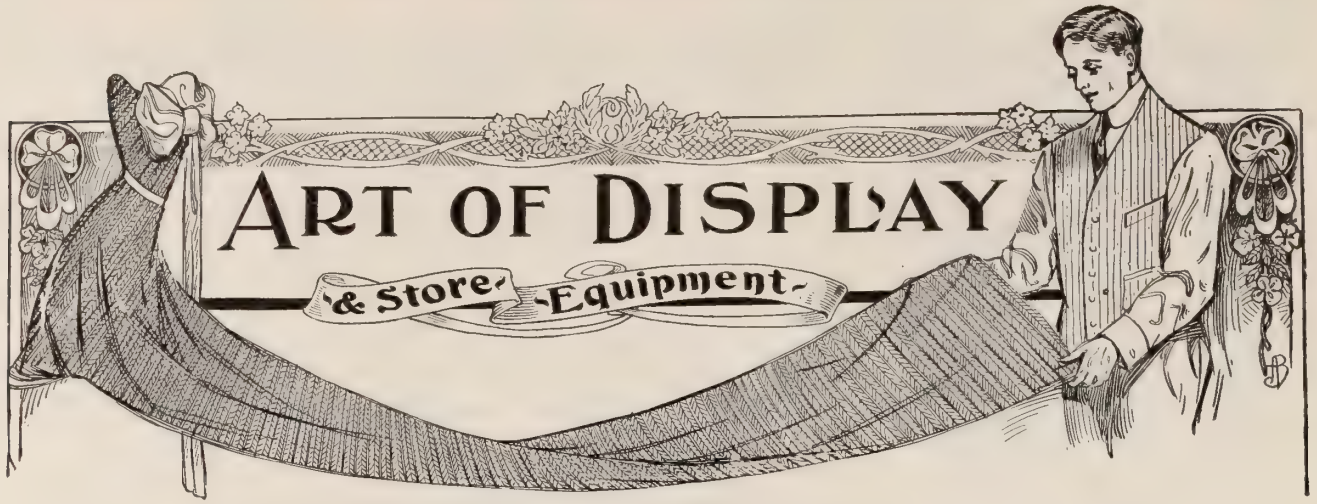
Has it ever occurred to you there are needles **and needles** —

Why not stock a brand with a name and reputation behind it?

ABEL MORRALL'S Needles have been made in Redditch, England for 100 years—and **always give satisfaction.**

EVERY NEEDLE PERFECT

Ask your smallware JOBBER to send you a few.



New Era Promised in Window Display

Fixtures can be made an important part of window displays and brighter showings will result—Many advantages would be felt—Less time would be consumed and smaller quantity of merchandise would be needed.

SPRING opening windows are to be a series of brilliant displays. The efforts of the display manager to call attention to his windows is passing another stage in clever decorating. A study of more successful and pleasing windows in larger centres shows that window men are realizing the importance of this distinctiveness.

Art in window dressing in the past has been effected by different influences. Plenty of merchandise on view and good arrangement has always been the aim of the decorator because displays are to sell goods. The powers behind the publicity and merchandise departments have always insisted on this. Merchandise comes first.

This is rightly so. Trimmers who are successful are the men who get the most from their appropriations. They never overshadow the goods on view. Artistic ability is cleverly portrayed in neatness, quickness in setting up trims and the power to give just the required touch, when wanted. All the previous education of the profession has been to make suggestive quantity treatments in which the goods build the displays. The benefit of this plan has been demonstrated again and again. Sales and results follow in proportion to the energy and number of changes. One-price and one-line displays, properly ticketed and having character, which enhances the merchandise, get the best results.

The whole argument for or against this plan is that every trimmer is doing it. Displays of the opposition, of a series of windows in a block or for many blocks are along the same idea. One display manager obtains his suggestions from the work or combination of ideas conveyed in adopting the well thought out plans of his neighbor or confreres in a larger town or city. The result is modern but lacks originality to give character.

Development has been gradual since the windows were only used to admit light. From that time the art has seen numerous changes from cheese cloth to elaborate backgrounds. In some quarters, business bringing windows in which volume (or for the average merchant stocky displays are expected), another extreme is passing. To-day merchants allow introductory or style showings at seasonable periods of the year. For the balance of the season, one window follows another in an incessant display policy. An immense volume of goods passes through the trimmer's hands. This taxes the ability of the heads of departments, advertisers and cardwriters. Another stage of window work is reached to meet these conditions.

The problem of the management is not how to avoid extra work but rather to use less merchandise and keep displays just as efficient, from a selling point of view. Better use of display space is being studied and more windows are wanted. Business is growing and more departments have to be represented. The plan is to increase the efficiency of an important department by simplifying the details of work. The time of the decorator is to be conserved to attain greater results from window publicity. Each trimmer's ability must show, because displays are original and amendable to system.

Every trimmer knows the anxiety of section managers to get window space. They also know the impossibility of interesting heads of departments to be represented outside the goods laid out. His idea

The Zenith of Wax Figures

More Beautiful Than Ever

The beauty of Delfosse French Wax Figures is more than skin deep, if that term may be applied to wax work. It lies in the delicate, true feminine lines, the graceful poise of the head, the exquisite coiffure, as well as in the natural lifelike compelxion.

The wax figure to-day is taking a high position in modern display and is becoming more popular as a selling medium every day. The "Delfosse" Wax Figure display fixtures come in all styles from the full figure to the bust with wax head. Our range is large and prices are very moderate when the quality is considered.

Quality is the true value of wax work. Inferior goods never attract, therefore never sell the goods.



No. 261

324L. Fine wax head, mounted on a 1913 model bust, small hips, jointed arms and wax hands, extension foot and skirt, **$22.50.**

254. Fine Frencl wax head, mounted on a 1913 model, small hips, jointed arms, indestructible hands, extension foot and skirt, **$27.00.**

Extra Fine French head, large wax bust with half arms, new 1913 model, extension foot and skirt, **$35.00 & $45.00.**

1010. Fine full bust wax figure, wax arms and hands, **$45.00.**

1100. Extra fine quality French wax full bust figure, wax arms and hands, very fine head, with new Bust, wooden, adjustable legs, and shoes, **$85.00.**



No. 259

Our new Catalogue, which illustrates over 1,000 designs of Fixtures, Figures, Mantle and Clothing Racks, Bust Models, Mirrors, Showcases, Haberdashery and Drapery Stands, etc., is the most complete ever produced in Canada.

Your postal card will bring it to you gratis. Write to-day.

Delfosse & Co.

Offices and Sample Room: 247-249 Craig St. West

Factory: 1-3-5-7 Hermine Street

MONTREAL

Our new Catalogues on Request.

Prompt Service.

of the amount of goods required for a stocky display, which will please the public, the firm and himself is limited. Time is wasted in four places at least—in collecting goods for the day's work, putting in the displays, taking them down and returning the merchandise to departments. On many occasions during the season the space allotted to one department is more than is necessary. Patterns are arranged or duplicated to fill space. The efficiency of the work does not justify a correct interpretation of the stock at large. Executive in grouping kindred or suggestive goods is impossible.

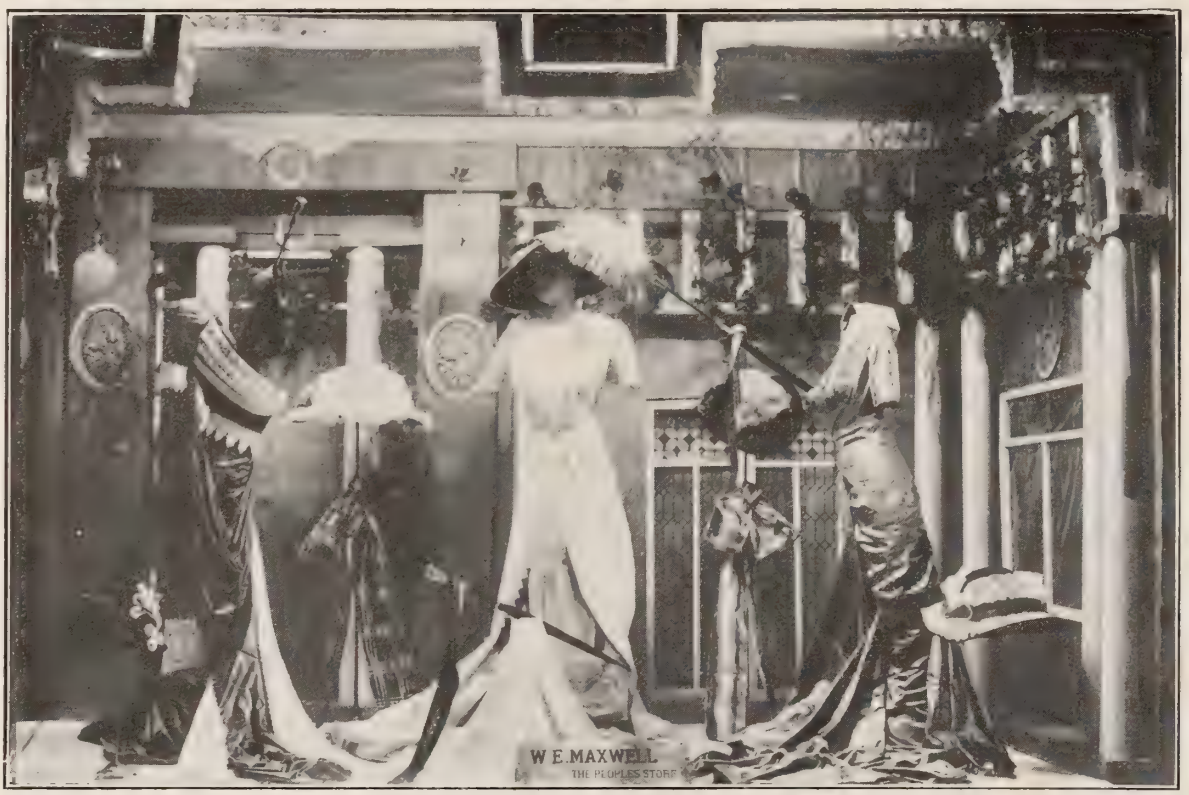
THE DEVELOPMENT OF FIXTURES.

Another phase of window dressing has helped educate the display manager that he cannot depend on the goods alone to attract prospective customers. During the last few years the range of fixtures, their character, efficiency of lighting, scenic backgrounds and hundreds of other facilities have been improving. The entire development is obscured by merchandise, which, as pointed out has lost much of its attractiveness because displays appear alike.

To meet these conditions other trimmers are introducing brightness and using fixtures to form part of the display. Anything to improve on the experience of other years is considered an advance. In the same way, anything which will interest customers long enough to attract is good business. That is, if the feature is approved and not freakish. The whole change from merchandising to brighten displays in which the fixtures are a part has this object in view. Successful work suggests using fixtures, as part of the display because the idea is different. The brightness of the windows creates the desire to see the goods and the suggestions. A good display takes advantage of the character of the fixtures.

NOT TO BE COVERED UP.

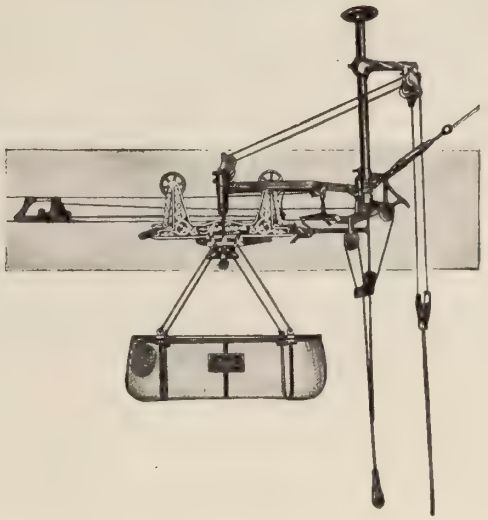
Fixture manufacturers, have this in view, and the change is seen in all the new fixtures. The inspiration for the most effective forms, units or stands for the Spring season shows the tendency. Beauty in the new fixtures is not to be covered up. A table and a vase of flowers a chain or a centre grouping is studied in detail. Whole displays are balanced so as to make the arrangement a masterpiece of color blending. Backgrounds, fixtures, tickets and merchandise conform in a perfect unit, which is so different from the average, that customers cannot help



Opening window of silks and millinery background. Balcony effect in stone grey and white covered with trailing red poppy vines—pillars and balcony are finished with glossy white embossed, and heavy grey decorating paper—imitation glass panels in back—cost about $7.00.

First drape,—pannier of tan messaline, trimmed with laces. Centre drape,—cream mousseline de soie with allover cream net and wreaths of pink roses—pink and cream embroidered silk trimming— draped on full figure form with limbs, showing ankle and shoe to match gown on one side. End drape,—skirt and waist of Copenhagen blue mousseline with coat of same shade of blue shot with black ondine cord silk—blue and black banding to match. Courtesy W. E. Maxwell, St. Thomas—arranged by F. J. Thompson.

LAMSON



Lamson Centralization is The Merchant's Safeguard

In a store served from a "central" cashier's desk there is none of the "rush" and congestion during busy hours, nor the idleness during dull ones, inseparable from the local cashier method.

There is none of the collusion for which the close relations of salesclerk, customer and *local* cashier have been responsible.

There is none of the long, annoying, customer-losing waiting for parcels and change that congestion around *local* cashier stands brings.

LAMSON Carriers CENTRALIZE—PROTECT the merchant and the honest salesclerk and customer, economize time and expense and fix responsibility on the individual immediately and beyond question.

LAMSON Carriers enable the prompt handling of "take" —"send" —"cash"—"charge"—"C. O. D." or "transfer" sales, but DECENTRALIZING methods deal with cash sales only.

ASK YOUR NEIGHBOR.

THE LAMSON COMPANY

BOSTON, U.S.A.

Representatives in all principal cities.

SERVICE



Wash goods window for preliminary openings showing suggestive drapes on full figure and blouse forms;—36-inch zephyrs or percales for tailored blouses, afternoon or house dresses are combined with proper trimmings and accessories in advance styles for midsummer.

but be interested in the goods on view. The same idea can be used in any line of merchandise. A grouping of the unit idea, wherein trimmers have something to work with, as a beginning, results in more effective display with less merchandise. Sales are not sacrificed and speed is possible where window furniture throughout matches the general scheme.

HIGH FINISHES SHOWN.

Draping and display stands, plateau, pedestals, panels and dividers are being made in higher colors. Natural woods, gold, ormolu and copper finishes are used to brighten a window. Stands in fine veneers in any of the natural finishes are either plain or ornately finished. They are substantial enough to give the idea of permanence to the store. Metal fixtures are highly finished. Nothing is to be gained by sacrificing the lines of the drape by insisting that these stands must not show. Glass plates and brilliant-hued velours and velvets in wines, greens, old gold, tans, purple and royal are combined in the unit idea to increase the display surface and form a contrasting setting for many kinds of merchandise.

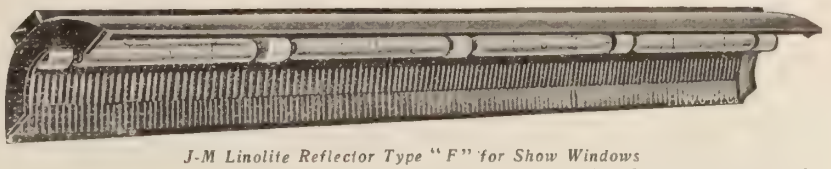
This year, therefore, each display manager must study these developments. Departments are provided with more window space in this way. Often a whole show window is relieved for some important display. At the same time the arrangement of built up units with fixtures showing adds character to the windows and store. It means quicker trims. Likewise, the whole standard of good display is raised to place the store and the display manager's reputation in a class by themselves. Everything pertaining to display is at once associated with the store and its merchandise. Artistic ability, as portrayed in the class of work done, becomes a part of store publicity, because displays are always different. Character is reflected in the merchandise in keeping with difference in display as an asset. The medium of fixtures and relative value is defined as the study of the art progresses.

Again, the benefit of combining window properties and merchandise is the care taken of a better class of fixtures, which are fit to be part of the grouping. Fixtures which show must be clean and easily kept so as to add to the efficiency of the display department. Clean, high-class fixtures mean less loss in merchandise ruined in displays just as surely as a reduction of the amount of goods used does. Fixtures, as part of groupings, overcome the problem of dressing windows with mirror backs satisfactory. There is nothing to conceal.

Considering the amount of money expended the life of the fixtures is longer. The facilities and extra windows are many times greater in results than the cost of original investment. If display managers are enabled to make their displays live—different from others because of the originality and brightness of the combined improvements of the art—results are satisfactory. Windows and displays stand out from the general run. They speak for the store and business. Because displays are different there is a difference in returns. This means profits.



Which Are You Lighting—The Goods or the Sidewalk?



J-M Linolite Reflector Type "F" for Show Windows

EVER notice at the theatre how perfectly the stage is lighted? How the light is all focused on the actors or the scenery? Not one of the foot or spot lights is visible and yet the effect is perfect.

If the lights were not concealed the audience would be blinded by their glare and couldn't see the chartacters distinctly. It should be the same with your show windows and cases for they are the stage on which you display your goods. And if you want to gain an "audience," the light must be focused on the goods by means of an efficient reflector system. Such results can only be attained with

FRINK REFLECTORS

And J-M Linolite Lamps

THESE reflectors are the result of over half a century of successful experience devoted to the solving of lighting problems. They are made in so many different styles that there is *one* best suited to *your* show windows and cases.

Our Engineering Department have acquired their varied and extensive experience through successfully overcoming the lighting difficulties encountered by thousands of merchants all over the country.

Why not take advantage of this opportunity and get in touch with us? There is no obligation, and we can save you considerable money by improving your present lighting system or assisting you in the designing of a new one.

Write Our Engineering Department at nearest Branch

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED

Sole Selling Agents for Frink Products.

Manufacturers of Asbestos and Magnesia Products.

ASBESTOS

Asbestos Roofings, Packings, Electrical Supplies, etc.

TORONTO MONTREAL WINNIPEG VANCOUVER

1685

TRADE WINNERS

The Colonial Pedestal and Millinery Hat Stands.

Millinery Hat Stands 24 in. to 60 in. High $36.00 per dozen. F.O.B. Balto.

Pedestal 24 in. high with a 9 in. top. $36.00 per dozen. F.O.B. Balto.



No. 100



No. 101

No. 100 Photo in Base.

No. 200 Cast Face in Base.

No. 400 Floral Design in Base. Detachable Bases.

The Bases of Pedestals to match Hat Stands also detachable.

All stands are finished in the highest quality Gold Bronze. They are genuine business getters, enabling you to make a rich display and give your stock the appearance of the highest valuation, always the desirable thing to do.

High Art Fixture Co.

222 N. Gay Street, - - Baltimore, Md.

Our Specialty: Millinery Hat Stands.



You cannot afford to be without a few

Hall-Borchert

Adjustable and Non-Adjustable

Dress Forms

in your Spring displays.

for they give the proper lines to the new suits and dresses that turn them into dollars for you. They may be used in either your ready-to-wear department displays or in your dress making section. They're indispensable anywhere.

Rush Your Order.—To introduce this model form to Canadian trade, we make the following offer:—

Canvas Covered Display Model	$7.50
Cloth Covered Display Model	5.25

Write for Catalogue C.

"Use them in your windows."

The Hall-Borchert Dress Form Co. of Canada, Limited

158 Bay Street, Toronto

Window Advertising Helped Whitewear Sale



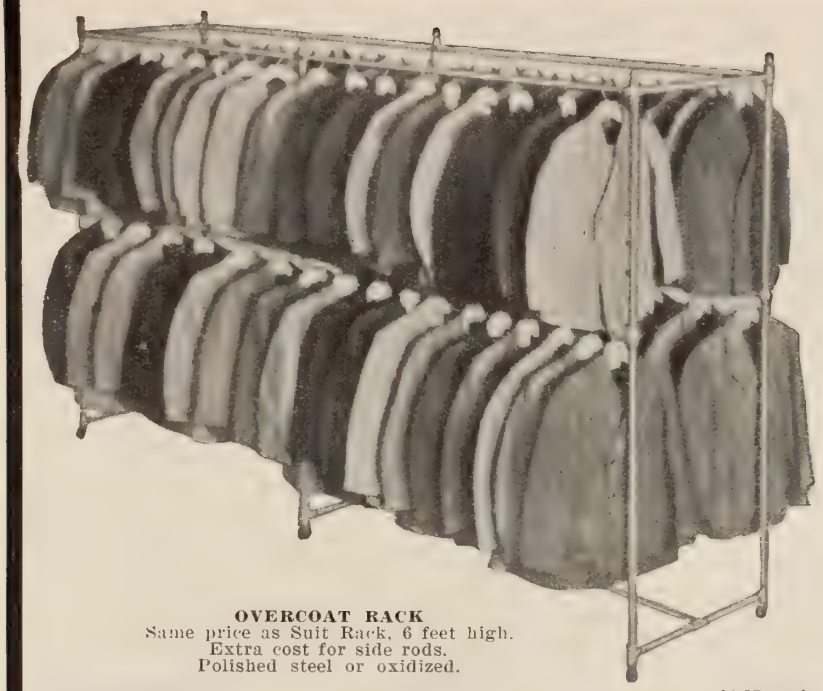
WINDOW advertising played a prominent part in the success of the January whitewear sale conducted by the Regina Trading Co., Regina, Sask., during the early part of January. The trim, shown in three sections, in the accompanying illustration, occupied a window 175 feet long. That a display of such unusual dimensions would attract attention goes without saying; but the size of the display was the least of its strong points, perhaps. In point of artistic merit and sales-making force, the window ranks high and the exploitation of the cotton boll idea gave additional publicity to the sale.

A brief description will be in order. The background, stretching the full length of the window was of green burlap, with a frieze 36 inches wide, showing a continuous landscape painted in water colors. In the centre of the space was a figure representing a darky cotton picker with one hand on the branch of a tree, on which natural color bolls had been wired. At the feet of the cotton picker was a basket heaped high with cotton bolls. Branches of trees were intertwined with the upper lattice work on the background, and cotton bolls had been wired to them. A show card in the window invited the public to "come in and have one"—meaning a cotton boll.

To feature this sale, the firm had 10,000 of the natural cotton bolls shipped to them. Of this supply, 2,000 were used in the windows, 3,000 were used on decorations within the store, and the remaining 5,000 were put in cartons and one given to each customer as a souvenior of the whitewear sale. They were eagerly accepted.

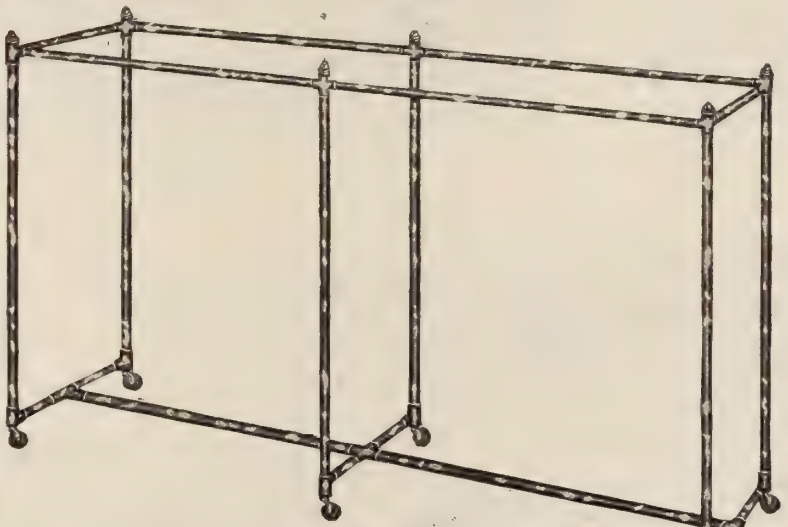
The ladies whitewear and white curtain departments were crowded during the days that the display was left in the window. Sale tallies showed that the turnover during the period had been more than doubled.

Philip H. Morgan, who trimmed this display, is a young decorator who has won a deserved reputation. He took first prize and diploma at the provincial exhibition at Regina in July last year. A picture of Mr. Morgan is shown in the inset.



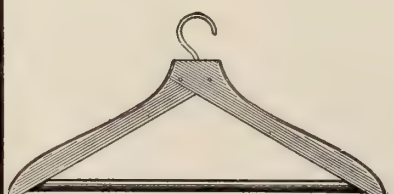
OVERCOAT RACK
Same price as Suit Rack, 6 feet high.
Extra cost for side rods.
Polished steel or oxidized.

For 6 and 8 feet ..... $1.25 each
For 9 and 10 feet ..... $1.50 each
Overcoat Rack 6 feet high. Suit Racks 5 feet high.



DOUBLE BAR POLISHED STEEL TUBE RACKS.

6 feet long, 4 posts ..... $ 9.00
6 feet long, 6 posts 10.50
8 feet long, 6 posts 11.50
10 feet long, 6 posts 12.50
$2.50 extra to above prices for Oxidized finish.



No. 33IB, Suit Hanger, $750 per 100
No. 33B, Boys' Suit Hanger, $7.50 per 100



No. 74B, Combination Suit Hanger, curved to fit shoulder. Wedged in centre. Absolutely solid .....$15.00 per 100

Double Deck Rack

For Boys' Suits and Short Garments

This is our regular Overcoat Rack, 6 feet high, fitted with side rods adjustable up or down, or removable.

Why stack your Boys' Suits in corner of your store?

It doesn't cost much to hang Boys' Suits up, and the Boys appreciate the attention given to their clothing, same as you give the men's.

Many people have the idea anything is good enough for a boy. But the merchant who goes after the Boys' trade in the right way, makes many lasting customers, and the Boys' trade is just as easy as any other if the same attention is given to his wants.

If you are not hanging up your Boys' Clothing, let us equip your store before your new Spring Clothing comes in. Let us know the number of suits you have and the floor space, and we suggest the best length rack.

The Taylor Mfg. Co. - Hamilton, Canada

ORDER YOUR SPRING DECORATIONS IN CANADA



No. 583—Hydrangea Spray



No. 573—Branch of Lilac



No. 579—Crimson Rambler Roses

We have a number of absolutely new designs that we cannot show in this space and that are very suitable for decoration. Write for samples and prices. Order now so as to get prompt deliveries for Spring.

No. 583—Hydrangea Spray, very handsome for spring decorations, made of four large clusters of flowers in colors—white, lavender and pink, size—40 inches long. Price $1.85 each.

No. 573—Branch of Lilac, made with six bunches of lilac, natural color, and very handsome foliage, size, 36 inches. Price $1.75 each.

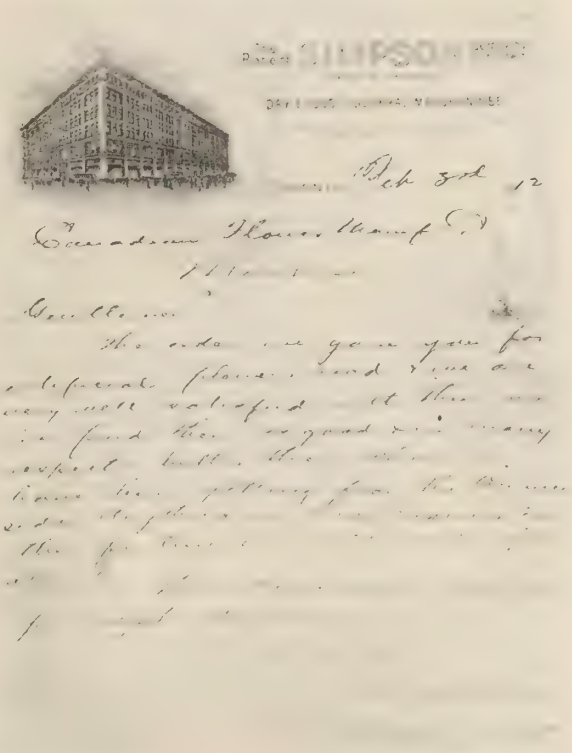
No. 579— Crimson Rambler Roses, made of 23 roses in colors—white, pink, red or tea, and beautiful foliage, size, 45 inches long. Price $1.75 each.

A FACT—THAT THE LARGE STORES ARE USING OUR GOODS



Spring Millinery Opening Window of Robert Simpson Co., Toronto, where the Canadian Flowers have been used with satisfaction.

THE PROOF OF SATISFACTION



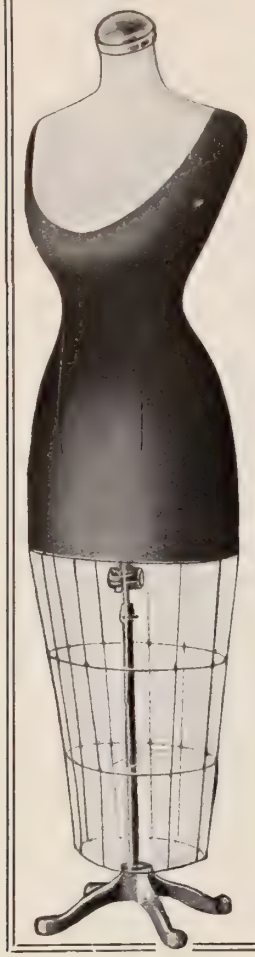
REMOVAL NOTICE

Our business is increasing so rapidly we have been forced to arrange for larger space. We have secured quarters in the large new building at 243-245 Bleury Street, Montreal.

We extend a cordial invitation to the Merchants and Window Trimmers of Canada to visit our large new showrooms.

The Canadian Flower Manufacturing Co.

243-245 Bleury Street - - - - - **MONTREAL**



Emphasize Ready-to-wears

by displaying them on the new Richardson Fitting Form

It brings out the correct lines of the 1913 gowns and suits, demonstrating the style and fit, as well as the cloth and finish. This new fitting form will adjust to any pose, making it very desirable for window and case displays.

No. 41-AA, as cut - - - - -	$7.50
Same, without flesh colored bust	6.75
Same, without tilting device - -	5.75

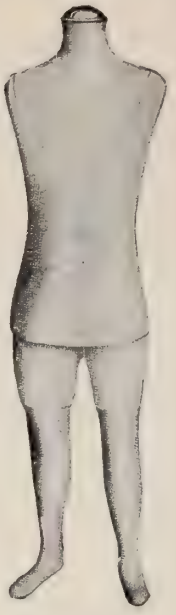
Sizes 32 to 40

CHILD'S FIGURES WITH LEGS

Concave waist line to hold skirt. Heavily weighted, stand alone.

Black or White Jersey.

Entire Form		Flesh Color Bust and Neck
4 Year -	$3.00 each	- $4.00 each
6 Year -	3.25 "	- 4.25 "
8 Year -	3.50 "	- 4.50 "
10 Year -	3.75 "	- 4.75 "
12 Year -	4.00 "	- 5.00 "
14 Year -	4.50 "	- 5.50 "



No. 87-M

SHOW YOUR GARMENTS ON UP-TO-DATE FIXTURES.

Our new Children's Form, No. 87-M, shows Dresses, as well as Shoes and Stockings. Everything in Wax, Papier Mache and Metal for display.

A. S. RICHARDSON & CO.

Oldest and Best Manufacturers of Wax Figures and Display Forms in Canada

Showroom— 99 ONTARIO STREET
Factory —101 " "

TORONTO



Have you a New Way Store

The New Way Crystal Wardrobe is *the* modern device for displaying ladies' outer garments. Made by Grand Rapids Show Case Company (*Grand Rapids, Michigan*)--and adopted by the foremost merchants of Canada and the States.

Show Rooms and Factories:

New York Grand Rapids Chicago
Boston Portland

Palmenberg NEW YORK

Special and Important

Canadian friends and customers who are acquainted with our wax figures will be pleased to learn that we have added several new models, They are quite the handsomest in contour and complexion that we have ever shown.

We shall be pleased to receive your name for a set of splendid photographs of these strikingly beautiful heads and busts.

J. R. PALMENBERG'S SONS
Established 1852

710 Broadway, New York

Boston Salesroom
30 Kingston St. 110 Bedford St.

Baltimore Salesroom
10 & 12 Hopkins Place



D. & P. Fixtures Will Enhance Your Spring Displays

THE day of the hidden fixture is past—the day when packing box lumber was turned into crude, wobbly stands is no more. Modern stores employ modern methods and find that the display stand or fixture must be as attractive as the goods themselves. They must lend an artistic touch to the trim that otherwise would lack relief and have that flat, unattractive appearance of all-goods windows.

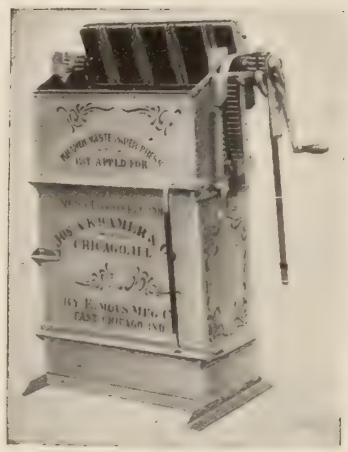
In preparing for your Spring exhibit, drop a line for our new catalog, which you will find of great value. Write to-day.

MANUFACTURED BY

DALE AND PEARSALL

Manufacturers of High Class Fixtures, Etc.

106 FRONT STREET EAST - - TORONTO



KRAMER

ALL STEEL BALING PRESS

THERE ARE NO WOODEN PARTS

The ideal Baler for waste paper, rags, straw, excelsior, etc.

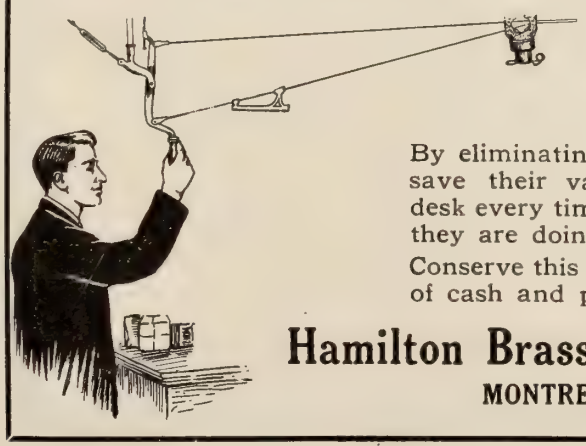
Do not purchase a wooden baler when you can use one made of steel.

Greater Strength—Smaller Floor Space, Easier to Operate—More Economical than any other Press on the market.

OVER 2,000 SOLD IN ONE YEAR

TORONTO TYPE FOUNDRY COMPANY, LIMITED

TORONTO MONTREAL WINNIPEG CALGARY REGINA



CONSERVATION

MEANS MONEY TO YOU

By eliminating the needless work of your employees, you save their valuable time. If they have to walk to the desk every time to make change and have parcels wrapped, they are doing needless work.

Conserve this waste energy by installing a **PERFECT** system of cash and parcel carriers

Hamilton Brass Mfg. Co., Limited, Hamilton, Ont.

MONTREAL OFFICE: 327 CRAIG STREET WEST

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE ____

NAME _____

ADDRESS _____

A Modern Force in Business

ADVERTISING has established a new order of things in commerce. It has become a mighty power in business progress; a complex yet comprehensive transmitter of many parts for the distribution and selling of merchandise and service.

Its function is fivefold:

To enlighten or educate—to create new wants or to satisfy old ones—to protect and foster legitimate enterprise—to establish a medium of understanding between buyer and seller as a basis for mutual profit and advantage—to prescribe an economical price and the maintenance of a fixed standard of quality.

None know better than the buying public how well these functions have been fulfilled.

Modern advertising has given us an insight into various manufacturing process. The producer has taken us, the consumers, into his confidence and told us just how his mince meat, his flour, his clothing, etc., is made. We know why certain things should or should not be. Advertising has told us—broadened our understanding and guided our judgment.

Modern advertising has enabled us to unlock the treasure house of the world's divinest melodies through the medium of the player-piano. The motor car has lengthened the business day and brought the fragrant countryside to our door. Men shave in comfort in ten minutes where they used to take twenty. A magic bottle provides us with cold drinks with the weather at 90 degrees or gives us a warm beverage when Jack Frost dips at 40 below.

Modern advertising has elevated the standard of business ethics. It protects the manufacturer from unscrupulous competition and the consumer from base imitation. It conserves trade—extends business—creates good will. It enables the corporation, the manufacturer or private individual on trial to take his case directly to the public, and to secure the public's judgment on his policy or character based purely upon their respective merits.

Modern advertising has opened up new opportunities to the oppressed and poor of far-off lands. It has turned an unceasing tide of immigration to new countries. It has developed nations, and made the name of the New World a promise of better things among the people of the Old.

All this advertising has done and will continue to do. It is the ever-increasing influence for the advancement of mankind—the most potent, indeed, of the many forces influencing human action.

Advice regarding your advertising problems is available through any good advertising agency or the Secretary of the Canadian Press Association, Room 503, Lumsden Building, Toronto. Enquiry involves no obligation on your part—so write if interested.

DRESS ACCESSORIES

The Buyer's Viewpoint

The way in which advance orders are being placed, and the interest taken in novelties, as they are introduced, promise well for the coming Spring season. Heavy advance orders have been placed on shadow laces and any novelty in shadow effect finds a ready sale. And with shadows pointing the way, a splendid vogue for light laces is indicated

Novelties are Strong in Neckwear

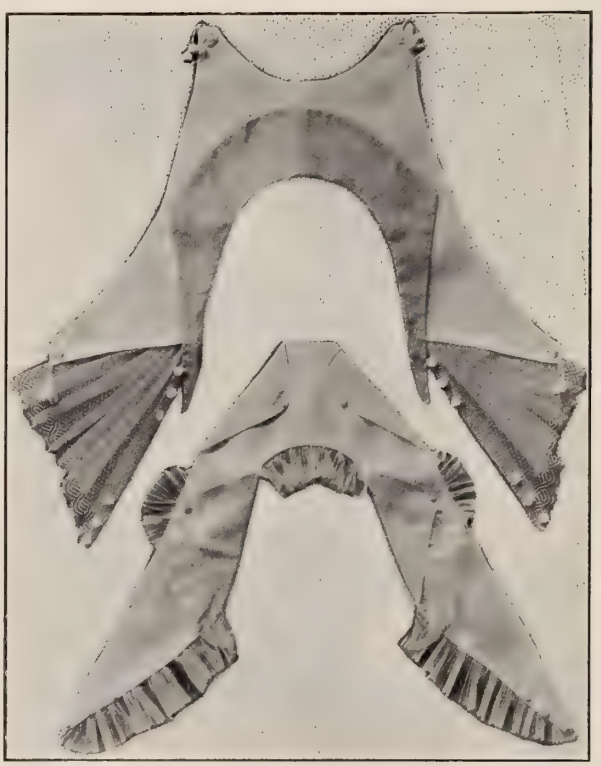
Merchants have a splendid line to choose from—Canadian neckwear manufacturers in close touch with Paris and leading fashion centres—General tendency is toward dainty effects—Gay colors are returning and will be shown in many combinations—Easter novelties in ruffs.

ONE of the best cleaned up lines at the end of the year was ladies' neckwear and the heavy holiday business came as the climax to a season that showed a large increase in activity. From orders now to hand, it is evident that neckwear as a selling asset is still maintaining its lead and the manufacturers are looking forward to the biggest season they have ever had. Canadian manufacturers of ladies' neckwear keep in close touch with Paris and are frequently over there. They also see all that is produced in the leading American cities and are, therefore, able to give their own interpretation to the styles of the moment with due consideration for the viewpoint of the Canadian woman.

The rush of business before Christmas made it somewhat late in January before designers had anything that was representative to show.

Style tendencies are now crystalizing and the advance pieces produced so far go to show that, while the Robespierre idea is not quite dead, it has been so modified and altered that quite a new style has been evolved from it. Stocks and high collars show most of this tendency and as a rule are cut down to show the front of the neck. Models having more of the Spring fashion influence are decidedly low, revealing much of the neck and coming to a more or less pronounced V in front; so much so in many cases that the advisability of wearing a guimpe is suggested.

The general tendency is towards dainty, fluffy effects and to large pieces that are very pronouncedly in evidence. Large bib and apron models will prevail and there will be any number large jabots attached to collars and stocks. As the season advances the large flat collars will increase in number; and shapes, that are high in the back and low and flat in front, are among the most interesting models. There is an evident desire to get away from the plain back



Paris is showing novelty collars that contain a hint of the Robespierre. The first collar is of sheer batiste with an over collar of tan crepe. The jabot is of shadow lace in Paris shade. A new touch is the scooping out of the collar at the back and the tassels on the points of cotton passementerie. The second collar is of white fancy cotton fabric with revers and turned up corners at the back in blue. The novelty feature is the high frilling at the back of the neck and the tiny epaulettes of the same. Shown by Ladies' Wear.

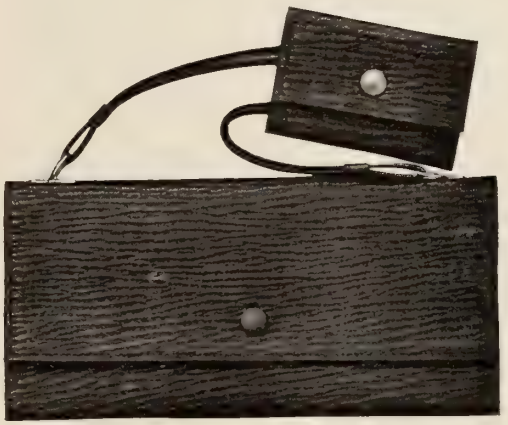
LEATHER BAGS

FOR THE

SPRING TRADE



No. 759. $18.00 Doz.
Black Seal Roan with Oxidized Silver Trimmings, with Inside Card and Ticket Compartment.



No. 768. $9.00 Doz.
Black Walrus Roan Vanity Bag, with Black Moire Lining.

Attractive Styles and Prices That Will Appeal Both to the Merchant and the Consumer.



No. 779. $15.00 Doz.
Black Walrus Roan, Neat Gilt Frame, Leather Lined.

See Our Complete Line.

We Invite Comparison of Our Values.

MANUFACTURED BY

FLETT, LOWNDES & CO., Limited

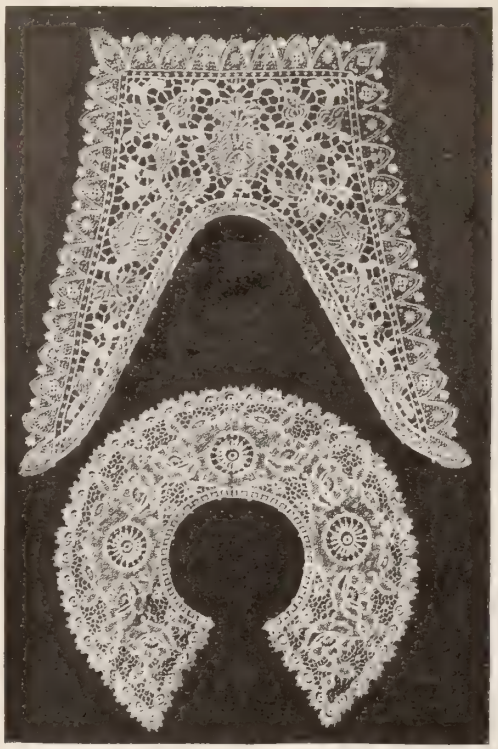
LEATHER DEPARTMENT

142-144 Front Street West - - - TORONTO

to the collar and revers of contrasting color tassels, cotton passementerie ornaments are all used to gain this effect. Double collars are much seen and designers seem to have seized upon this idea as a new one and to have given it infinite variations.

DEEP SHOULDER POINTS IN COLLARS.

The most clearly defined novelty of the new season so far is the collar with the deep shoulder points. This type of collar is extensively featured in Plauen



New collars, showing Bohemian and Teneriffe effects. Shown by Le Voi et Cie.

and St. Gall goods and also in real filet, Cluny and the crochet laces. This collar is also produced in silk, net lace, fancy voile, ratine, ratine crepe, pique and sheer batiste. The points come right down over the shoulder and the collar is straight-cut across the back. Sometimes this is varied and there is a good deal of fancy shaping at the back.

A NEW MEDICI COLLAR.

Another novelty in Plauen and St. Gall collars is a new Medici. This is somewhat in sailor shape but has a small circular turnover to finish the neck. Dutch collars and small Victorian round collars are in good style and collars of this type are being shown in Bulgarian embroideries done on silk voile or heavy net. Collars in mixed laces, Venise, filet, Paraguay and crochet are all in evidence and some late models show half of the collar or motifs let of Oriental or Princess lace.

GAY COLORS RETURNING.

The feature in all collar lines is the return of gay color. Black and white is still very much seen, but quite gay colors such as Nell rose, National, Paddy green and gold are all used. In wash collars, great use is made of tan, pale blue, pink and mauve; and cream and ecru laces are quite as much used as white. The combining of two or more colors and two or more materials is just as much en evidence in neckwear as in other lines. Brocaded silks, printed silks, printed cottons and Roman striped ribbons and silks are all used. Buttons of every kind and description, crystal, jet, galalith, crochet, covered and rhinestone studs are all in immense vogue.

For Easter wear many novelties in neck-ruffs are promised. Many of these come in Heathcote Malines which is practically weather proof, but marabout and ostrich will also be used by the neckwear houses. The novelty in marabout is the topped or two-toned—that is, the under fluff is dyed one color, then the top is tipped with a contrasting shade. Much experimenting has had to be done before this effect could be secured.

Another big season is on in pleated frills of lace and net and the novelty here is the scalloped frills. These are produced from scalloped shadow laces and come in both white and cream. Claudine collars, shown a few seasons ago, are having a revival and are decorated with dainty effects in made flowers and tiny silk berries. Bows are showing in profusion and run from severely tailored styles to dainty affairs of made flowers. lace and velvet.

Brighter Outlook for Veilings

Fine and dainty meshes favored—Tiny chenille dots good — White is leading— Some of the season's high novelties.

Decidedly better business will be done in veilings during the coming Spring and advance orders encourage this belief. The renewed interest is due in a great measure to the returning vogue of the small hat. The meshes favored are fine and dainty and the latest success in Paris is a hexagonal tulle made up into face veils. Another high novelty is the square dotted Russian mesh effect, with the small dot or friquette. Craquele and hair-line and other simple meshes are good. Generally speaking the tendency is away from the large bold patterns so long worn and all in favor of dainty designs and neat inconspicuous effects. Small chenille are in high favor and some of the best patterns show them sparingly used.

A very large proportion of the veilings sold are complexion meshes and the white mesh with black spots is very much to the fore. Irregular meshes in white have sprawling patterns either in black or white

We Are:

Sole Agents for the Dominion

for

Societé Anonyme des Etablissements

Arnold Reichenbach, Paris

Exclusive Novelties in:

Bulgarian Embroideries,
Embroidered Dress Flounces,
Real Crochet Bandings, Yokes,
Collars,
Real Filet Bandings and Edgings,
Beaded Dress Trimmings.

Factories at

Fresnoy-le-Grand Caudry Luxeuil Luneville St. Gall

Curt Hofer, Plauen, Saxony

All styles of Plauen Laces:

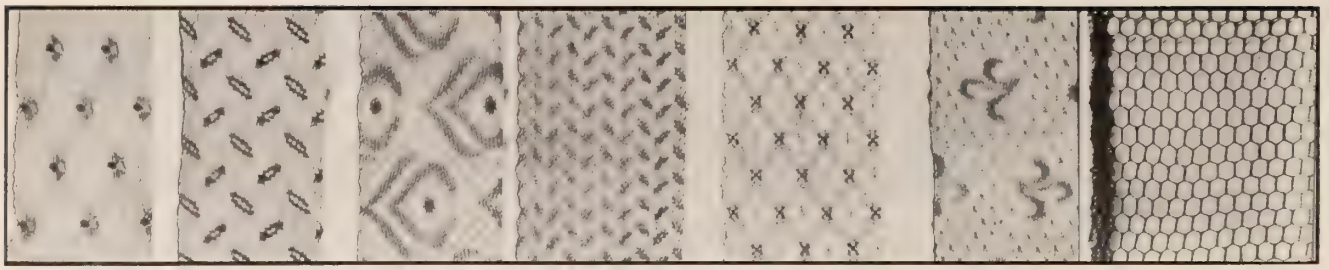
Oriental, Bulgarian and Venice Bandings and Edgings, Allovers and Flounces.

Lace Collars, Yokes and Medallions

We supply the wholesale and manufacturing trades only.
Write for samples. See us when in the city.

Hofer Bros., = = Toronto

Main 4489 :-: 28 Wellington St. W.



Novelty patterns, showing the tendency to neat effects. Shown by Canada Veiling Co.

floral motifs, outlined in silk run effect in white, if the pattern is black, or black if the pattern is white. The soft, silky finish of the Shetland still keeps this veiling in the front rank and manufacturers are still showing new designs in Shetlands. White is in big vogue, followed by black and white, and black in the order named. White is the big seller in all veilings with black and white, and black, in second and third place. The color range so far is limited, being confined to navy, brown, grey and purple.

Interest is specially turned to tulles, nets, crepes and chiffons. Plain nets have many uses such as for guimpes and yokes, pleatings and for linings and costumes. Brussels net is of special importance, but fancy nets, figured craqueles and fancy filet nets are all extensively used.

Malines is being ordered in quantity by the millinery houses, and is in high favor for many other uses. Crepes and crepe chiffons are big sellers and are wanted for elaborate gowns and millinery purposes. Plain crepes chiffons are the big sellers but many novelties in printed effects are showing. Prunelle is one of the leading shades for millinery purposes and in Malines for milling purposes this shade stands as first seller in novelty colors.

Lindsay, Ont.—E. C. Armstrong is opening a new store. He will carry clothing and a full line of men's furnishings. It is expected that the store will be ready by Feb. 15th.

Paraguay and Teneriffe the Novelty

Paraguay motifs introduced into shadows new—Linen laces the summer development—Shadow laces are to have a heavy distribution—Teneriffe and Paraguay patterns introduced.

From the point of view of the sales end, shadow laces lead and every indication points to a heavy distribution of these laces. Good business is expected in narrow edgings for sleeve pleatings and various edging purposes. The 18 inch and 27 inch flounces are also likely to sell well for flounces, tunics and drapery purposes, and there promises, in the better trade, to be a limited interest in wider flouncings. Allovers are also excellent sellers.

The new idea is the use of Teneriffe & Paraguay patterns and these are introduced tellingly in shadows and many of the newer patterns show these Paraguay motifs. This produces shadows of a distinctly different character of lace to what we have had, and produces a lace that is a real novelty in appearance.

Shadows have introduced light laces and the next step in advance promises to bring Orientals to the front once more. Novelties in Orientals and various kinds of net laces are showing in effects as beautiful as they are numerous. In this connection, cracquele

(Continued on page 146.)

F. C. DANIEL & Co.
80-82 WELLINGTON ST. - WEST
High Grade Producers of
Ladies' Neckwear, Belts, Aprons, Middy Blouses, Children's Dresses, etc.

Voss & Stuffmann, Limited

Importers of Popular Priced

Laces

Embroideries

Nets, Dress Trimmings

Ladies' Neckwear

We are also headquarters for

REAL LACES and REAL LACE NECKWEAR

and carry at all times a complete line in stock
Latest novelties always on hand in

Lace Handkerchiefs in Duchess Point and Princess

ALSO

Hand Run Spanish and Maline Scarfs

Assortment of any of these lines gladly sent on memo to our customers.

12 St. Helen St. =:= =:= **Montreal**

J.C.LeVoi Company LIMITED

EMBROIDERIES
THAT SELL
Laces of Distinction

MERCHANTS and their buyers should plan on calling at our warerooms when in the city and giving our line a thorough inspection.

The range is so complete, the styles so attractive and the value so unquestionably superior to the general run, that we are sure a call will be mutually beneficial.

We are showing ranges of Waist Patterns, Corset-Covers and Dress Patterns in Embroidery, Laces in an almost endless variety, an exquisite array of Embroideries and new styles in Neckwear and accessories, including plaitings, jabots, yoke and ruchings, etc.

Our values are equally attractive to retailers and manufacturers. They are the best in Canada.

Sole Selling Agents of the Dominion for Spitzer Bros. & Co., Ltd., Nottingham Calais, Plauen, St. Gall and Barmen

J.C.LeVoi Company LIMITED
32 King St, West, Toronto



SPRING OPENINGS

The Biggest and most up-to-date

OPENING DISPLAY

in Canada

OF

The Newest Novelties in Veilings, Laces, Nets, Chiffons, Malines, Velvet Ribbons and Embroideries will be shown on 24th February and following days by

Canada Veiling Co.

84-86 Wellington Street West

Toronto

"UP TO THE MINUTE"

Novelty Import Co

The Lace and Veiling House of Canada

Are showing a complete Spring line of

VENISE ALLOVERS,
VENISE LACES,
VENISE COLLARS,
ORIENTAL ALLOVERS,
ORIENTAL LACES,
FLOUNCINGS,
VEILINGS,
MALINES,
CHIFFONS,
SCARFS.

Our salesmen are now out with these lines to show busy buyers who will not have time to visit the opening. If you should miss them, write us and we will send you a good selection for your approval *express prepaid.*

We Stock the above lines for immediate delivery

During your stay in Toronto, don't fail to look these over.

NOUELTY IMPORT CO.
"The Lace & Veiling House of Canada"
76 BAY ST TORONTO
Vancouver Montreal Winnipeg

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Good Goods Build A Trademark
A Good Trademark Sells The Goods

Pretty Panel Effects in Pique



No. 272—Height 2 inches
$2.10



No. 273—Height 2 inches
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The New Bulgarian Effect in Embroidery



No. 224—Height 1¾ inches
$1.25



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Delivery February 20th to March 1st.
Shown By Our Salesmen Now.

THE WILLIAMS, GREENE & ROME COMPANY, LIMITED
BERLIN, - ONTARIO

Factories: Berlin Waterloo Hanover

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BEST VALUES IN THE MARKET

MARABOU						OSTRICH					
1355	5	Rows	2¼	yds.	long	$2.50	1305	5 Rows	2¼	yds.	long	$4.50
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1274	5	"	2¼	"	"	$3.25	1277	4 "	2¾	"	"	$8.50
1271	12	"	2½	"	special	$4.50	1363	4 "	2¾	"	"	$11.15
1839	8	"	2½	"		$6.50	1364	4 "	2¾	"	"	$16.90
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Black, Natural, Iron							Black, Grey, White					

Hundreds of other styles, plain and fancy, alway in stock.

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P.C. Corsets make comfort and correct lines positive .:. .:.

They leave no room for guess work as to their efficiency in giving absolutely correct lines to the gown and no doubt as to their genuine comfort giving qualities.

Cut on scientific lines, the P. C. Corset gives with the natural movements of the human body, yet gently moulds it into the correct lines of the prevailing styles.

P. C. Corset Departments pay. Send to-day for sample order.

Parisian Corset Manufacturing Co., Limited
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PEWNY'S Kid Gloves

For All Seasons

WE are Canadian agents for the famous Pewny Glove and recommend them to you, if you have not already handled them and know their excellence. EVERY pair guaranteed. Build up your glove trade by selling your customers PEWNY gloves.

Our travellers are out. It will be to your advantage to see the samples they are showing.

GREENSHIELDS LIMITED
MONTREAL



Consult the Specialists

Exercise the same care in your business that you would regarding your health. To get expert treatment you would consult a "Specialist."

To get the best results from your RIBBON DEPARTMENT see the "Ribbon Specialists."

By specializing in Ribbons we have become known from coast to coast as "THE RIBBON HOUSE OF CANADA"

We study Ribbons the whole year round and we can keep your Ribbon Department in a healthy condition. Consult us.

We prescribe Narrow Fancies and Fancy-edged Ribbons for the coming season.

Walter H. Barry & Co.
MONTREAL

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Sterling

"Conforming to the highest standard"

Novelties That Will Bring the Trade to Your Door

and hold them at your department to their benefit and yours. Our Spring, 1913, range comprises the largest variety of designs that we have ever shown, and in no more effective way can we impress the real importance of our values than to say, "They are Sterling, pure and simple."

Our lines consist of Laces, Embroideries, Veilings, with many Novelties—"all Sterling" in style, assortment and value.

We carry in stock the largest assortment of imported neckwear in Canada.

Besides the advantages of novelty, quality and good values, we offer ready stocks which you can fill in with dispatch.

When in the city call and we will be pleased to show you our entire range.

The
Sterling
LACE and NOVELTY COMPANY
80-82 Wellington Street West
TORONTO



SILKS

Silk Fabrics, Silk Threads, Silk Ribbons, Silk Cords

In different qualities suitable for all trades.

We are the only manufacturers of Silk Ribbons in Canada.



STAMPED EMBROIDERED LINENS

¶ Our Catalogue for Spring and Summer, 1913, will soon be ready. Supplied to the trade only, on application.

Give our travellers a hearing, and look at our Samples before purchasing. Extra good values.

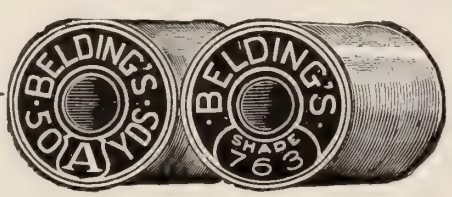
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Silk Manufacturers

Mills: Montreal, St. John's, Coaticook, P.Q.

Salesrooms:

Montreal, Toronto, Winnipeg, Vancouver, and Sydney, Australia



Fancy Parasols

Spring 1913

We invite your inspection of our line before placing your orders.

Ladies', Misses and Children's Parasols in the largest and most varied assortment we have ever shown.

The Irving Umbrella Co.

LIMITED

Manufacturers

79-83 Wellington Street West, TORONTO

Your Dressmaking Department needs us for

ACCORDION PLAITING

Plaited Skirts made to order.



COVERED BUTTONS

Write for our Catalogue with Special Discounts.

TORONTO DRESS PLAITING CO.

600 Yonge Street, Toronto, Ont.

Shadow Laces
and
Malines
For the Millinery Opening

We have a wonderful range of Shadow and Pleated Laces in exclusive patterns, also Malines, Chiffons, Nets, etc. Call on us when in Toronto.

The Thompson Lace & Veiling Co. Limited

76 Wellington Street West - - - - Toronto

THE Confidence of the Canadian trade we enjoy is due solely to superior service. Service in buttondom means correct styles when they are correct and lots of them to choose from at prices that are absolutely right. Our spring range is well worth your attention, for it embodies everything that could be desired in plain and fancy buttons for service or for trimmings. Our travellers are showing the complete range.

We make all kinds of buttons and carry a high class range of import samples in Dress and Furriers' trimmings of every description.

A. Weyerstall & Company

BUTTON MANUFACTURERS

Branch Office Winnipeg, Man. Head Office: TORONTO, ONT. Branch Office Montreal, Que.

Rhinestone Beads and Buttons
Rhinestone Dress Trimmings

The demand for Rhinestone trimmings and beads of every description is greater than ever.
If you are not showing this line on your counter you are losing sales, and **sales mean profits.**
Be sure to stock the S. D. line. Rhinestones, and workmanship of first quality.
Trimmings put up in 12 to 36 yard lengths. Buttons, carded, 1 gross to a box.
Send for samples, or better still, place a small order and get started.
We also carry a complete range of Metal and Shell Hair Ornaments. **Our styles and prices are right.**

The SMITH-D'ENTREMONT CO., Limited
MANUFACTURERS
1475-1477 Queen St. W. - - - Toronto

Does SUCCESS Prove MERIT?

in Politics.....**Sometimes**.....in Trade.....**Always**

44" Flouncings at prices ranging down to 30c. a yard

The Success of our

SWISS EMBROIDERIES

27" Flouncings sold daily as cheap as 16c. a yard

has even surpassed our most sanguine expectations.

Sustained? Most assuredly it is and this would be enough in all cases as a merit test. **But it is something more:** Like an irresistible tide it swells and spreads in rolls every day mightier.

Flouncings, Allovers, Corset Covers, Edgings, Galoons, Insertions all can be had immediately from the large stock we keep at Montreal.

Import Orders filled with greatest promptness

G. THOMA & CO.

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Agent: J. H. Gagnon
Birks Bldg., Montreal

Marabout Boas and Muffs Our Specialty

ALWAYS IN STOCK		Boas.
20002—6 Rows, 2½ yards long	@	3.25 "
20006—5 Rows, 2½ yards long, Extra Quality	@	4.25 "
20007—5 Rows, 2½ yards long, Extra Quality	@	4.95 "
20009—5 Rows, 2⅞ yards long, Extra Quality	@	8.25 "
20010—6 Rows, 2⅞ yards long, Extra Quality	@	9.95 "
		Muffs.
20035—Medium Size	@	$2.90
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SILKS *for* **WEAVING, KNITTING & EMBROIDERY**

J. MAYGROVE & CO., LTD.

MANUFACTURERS OF

Italian, China and Japan Trams, Organzines and Sewings, Tussahs, Floches, Flosses, Spuns, Twists.

Machine Sewing Silks,
Embroidery Silks Flosses,
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MILLS—ABBEY MILLS, ST. ALBANS, ENG.
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ARTIFICIAL SILK *for* **WEAVING, KNITTING & EMBROIDERY**



A Summary of Advanced Fur Styles

Luxurious treatment will be continued—No marked changes are suggested, outside of novelties—Length of coats will not change—Early placing is reported—Good values are offered.

WHOLESALE ranges of import furs for Fall 1913 have been on the road since the first of the year. Early placing is reported to be progressing favorably. The sale of import furs is growing and the samples carried, especially in lines, which compete with domestic manufactured furs are attractive values. For the merchant or furrier whose business is limited or introductory to $25, some splendid values are seen. Ranges are broad and the early assortments are influenced by the trend of style in more exclusive grades.

For the furrier, value is paramount to any other feature of these lines. Prices of cheaper grades—coneys, hare, English and German marmot and the varied list of skins included—are the same as a year ago. Some staple selected numbers are quoted from $3.75 to $18. Leaders at $5 and $7.50 for medium class trade are safe buying. Coneys up to $10 a piece are expected to show an increase in sales and some sightly pieces are offered to meet the leading figures.

Styles of cheaper grades of furs are not materially changed. In the section leading up to the standard of home manufactured furs, early assortments are influenced by the trend of style in the exclusive grades. Long hair furs are selling well. The indications of early orders are that the demand for long hair furs in these grades is continuing to effect the sales of marmots. The latter is serviceable and, for a satisfactory selling grade derives much of its selling success from mink. Select marmots in darker shades should continue to sell if the value and price are right.

Usual shapes in shoulder pieces, with heads and tails, stoles, cravats and throws and plain muffs to match are seen. The broad or Dubarry scarf is represented in more numbers. Either silk or satin faced garments duplicate shape and appearance of high-class or exclusive furs.

Travelers are getting ready for the February trip with special skins. Prices are confirmed by the London reports. The quality of the skins is equal to last year's lots and grade fully as high. As far as Canadian furs are effected, quotations on the furs used in quantity are not changed sufficiently to be apparent in manufacturing. It is the long-haired furs, which can be expected to have a larger demand. Persian Lamb, mink and ermine hold the exclusive trade.

The open season for Beaver north of Edmonton from December 15 to March 10, 1913, is likely to result in a larger showing of this fur for commercial use, as the season advances. The quantity of Beaver sold has always been limited by supply rather than style demand.

The sale of muskrat will again tax the supply, as the prices are the same as last year, in the grades on which the bulk of the business is done.

None of the Canadian manufacturers are ready with samples for Fall, 1914. Samples are being prepared, new styles added and values confirmed during the week. Ranges are expected to be completed during the month. Most of the samples will be on the road by March 1 at the latest. An authentic version is not advisable until samples are completed.

LUXURIOUS TREATMENT TO CONTINUE.

Styles are to continue the luxurious treatment of furs. Some striking combinations are promised in the novelties. Value and the limit of price are not going to be any less. Outside the novelties, the styles of matched sets, single pieces or coats do not suggest any marked changes at present. Coats will be from 40 to 50 inches again with a tendency to 40-45 inch

(Continued on page 146)



DRESS GOODS and FABRICS

The Buyers Viewpoint

Novelty the keynote in wash fabrics—Ratine in new effects used for trimming with cotton and woolen materials—White ratine the coming fabric for dresses and suits—Ratine figures and borders used to decorate crepes and voiles—Eponge and chinchilla cloths in white and pastel effects showing for Spring coats—Crepe weaves lead in silk fabrics.

A Big Novelty Season in Wash Fabrics

Ratine novelties largely employed for trimming purposes—Heavy sale of all cord fabrics—Poplins well taken by both cutting up and retail trade—Jacquard figures newly introduced.

TRADE reports indicate that the buying public are well interested in wash fabrics, and that there has been a free movement at retail in such staples as lawns, batistes, mercerized jacquards, linons and cross-barred muslins.

Practically no novelties in cotton fabrics were on sale at the January sales, buyers evidently deeming it good policy to reserve their showing until later. From orders placed, the Spring season of 1913 is anticipated to be a big one for the sale of cotton dress fabrics, and the selling will cover a wider range than usual of novelty materials. This element of novelty has evidently pleased the buyers, and everything in the way of a novelty has met with a fair demand.

Ratine effects are evidently well placed on the road to success, not only for trimmings, but also in the plainer effects for dresses and suits. Novelties in trimming effects show Jouy and Bulgarian printed patterns, and another high novelty comes in the brocaded matelasse patterns. Other effects show squares or diamonds in drawn work and filet patterns, and there are any number of striped, checked and flowered effects that are being used for collar and cuff facings, and for vest effects in combination with both wool and cotton fabrics. Ratine touches come on many fabrics in the form of stripes, borders and allover figures. This is particularly true of light weight materials such as crepes and voiles, but staple materials such as zephyrs are now decorated with ratine yarn stripes and borders. The heavy distribution promises to come on cord fabrics. Poplins are in particular prominence and have been ordered in big quantities both by the cutting up trade and by the large retailers and jobbing houses. Novelty is given to poplins by the use of silk stripe and jacquard and mercerized effects. Mercerized cloths in the better qualities have a lustre and finish nearly approaching to silk.

Following on poplins, all cord weaves are in evidence, and there are many novelties in cotton Ottomans, Bedford cords and cord weaves. Piques are selling well in a wide range of cords, and besides the plain cloth, jacquard and embroidered effects are strong. Welts are another cord fabric that may be classed as staple in both white and colors.

In the desirable novelty class come the various close imitations of serge and whipcord. These materials so closely duplicate the woollen fabrics and are so desirable from every point of view, that they are safe to score a decided success in the coming Summer season. Plain ratine, particularly in white

Under Existing Circumstances

We would advise Merchants and Buyers to visit the market early and take every advantage of our well assorted stocks now on hand for Spring and Summer, 1913. Deliveries of Dress Goods are very slow, while shipments from makers of piece-dyed lines are almost stopped, owing to the continued strike of dyers, with no sign of settlement. Every mail brings advice of higher prices going into effect without notice. This, with a greatly increased business, is our reason for advising early buying for future wants in all lines for both men and women's wear. We believe we are in the best position to supply your needs in staple as well as exclusive styles at moderate prices.

DEPARTMENTS

Men's Fine Woollens, Tailor's Trimmings

Ladies' Costume Cloths and Coatings,

Household Linens, Silk and Satin Linings.

Canadian Representatives for

Vickerman's Serges---the best serges brought into Canada

Nisbet & Auld, Limited

32-34 Wellington Street West, Toronto

in desirable qualities, will be one of the leading cotton fabrics of the coming Spring.

Crepes are the high novelty and promise well, now that the crepe is produced in the weave so that washing does not destroy the crinkled effect. Fine sheer voiles are a leading material and promise to rival lawns and batistes for use in making lingerie dresses and waists. The big demand is for white, but colors in all leading shades are shown. Because of their sheerness and because of their superior draping qualities, cotton voiles for popular selling outrank those of wool or silk and, therefore, the range of colors stocked in the fabric is an extended one. Voile novelties show broche figures and stripes, and stripes of mercerized yarn.

Jacquard figures are newly introduced and, while the showing for 1913 will be largely confined to high priced novelties, they point to the way in which development for the season of 1914 promises to come. With jacquard effects coming into prominence and fashions favoring embroideries, there is a tendency to introduce embroidered fabrics particularly in sheer materials.

In the staple end of the trade a steady business has been done in ginghams to retail at popular prices. Ginghams, most buyers clearly recognize, constitute the big selling utility fabric. The tendency this season is towards small checks and plaids and plain cloths. Some novelties show jacquards in combination with small check patterns. Discreet color combinations are also highly favored. Ratine borders on plain zephyrs is another new effect.

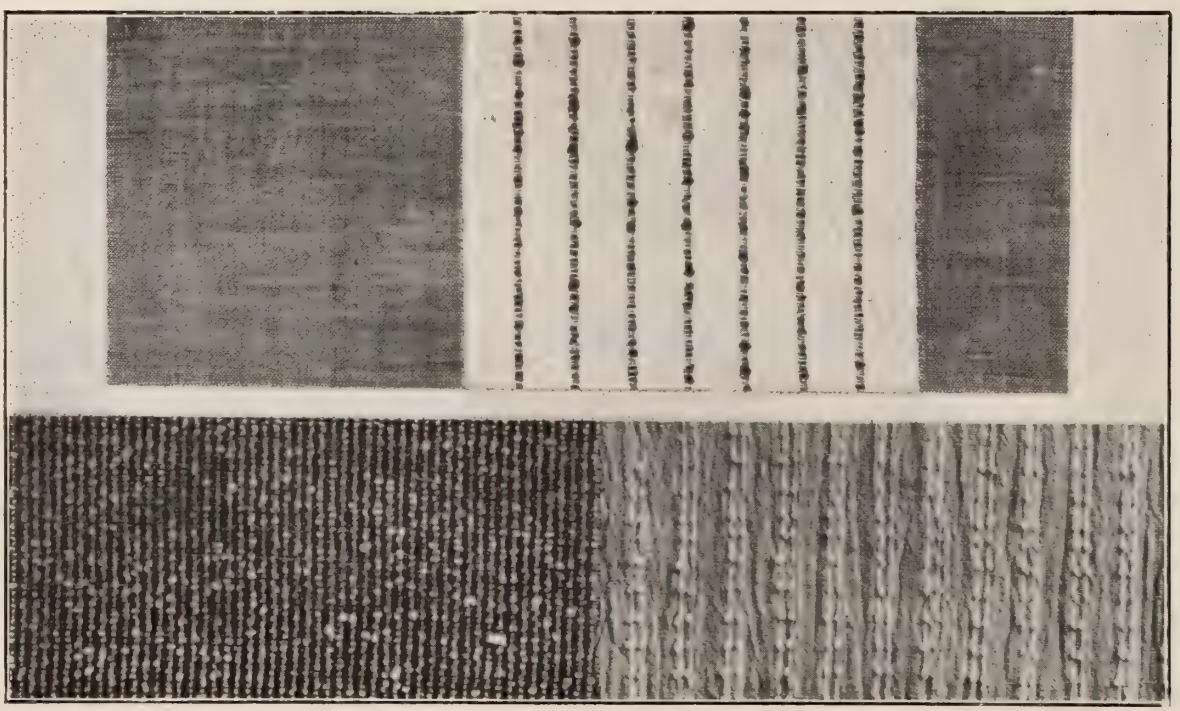
Prices on all cotton goods are very firm and any change promises to be in the direction of advancing values. Canadian and Old Country mills are full of orders, and deliveries are decidedly slow, both on the part of the mills and the Canadian Railway Companies.

Cords and Repps Leading Dress Fabrics

Ratines, eponges and soft wool cheviots for the novelty trade—French serges in novelty and pastel colors prominent—An early start is being made.

With Easter Sunday falling on the last Sunday but one in March, an early opening of the Spring season is assured in the dress goods department. Already there are signs that in the big city stores, openings will not be long delayed, as advance windows to create interest in the new Spring materials are even at this early date being put in. Of course, the showing of high novelties is being delayed until the general opening takes place, but the goods shown are new enough in design, color, and weave, to command attention

Corded effects are so good that they are again strongly represented in the Fall of 1913 collections now in process of formation for the coming season. Bedfords, repps, whipcords and poplins are the lead-



The upper sample is Anderson's zephyr with striped ratine border. To the left below is a lightweight ratine. To the right is cotton crepe decorated with ratine stripes in two colors. Shown by Eclipse Whitewear.

Rajah Foulards



RAJAH FOULARD

A cloth that looks like silk, feels like silk, wears better than silk.

Rajah Foulard will keep its original appearance and texture after washing and ironing.

It is equal to the best imported foulards, but is sold at a much lower price.

Rajah Foulard is 27, 28 inches wide, and is shown in the newest French Silk Foulard designs.

Ask Your wholesaler for Rajah Foulard

MADE AND GUARANTEED BY

DOMINION TEXTILE COMPANY LIMITED

TORONTO MONTREAL WINNIPEG

ing popular priced fabrics purchased for Spring wear. These fabrics come in two-tone and short effects, stripes, and also in jacquard figures, and the leading colors are blue, brown and grey. High class retailers and cutting up houses, that do a better grade business, are taking eponges, ratines, and light weight diagonal cheviots, and cheviots in chevron weave.

Serges are still a success and fine French serges are selling well in a more varied selection of colors including white and dainty pastel colors intended for smart dresses and suits. Though stripes are in the lead, and no doubt will continue to be of importance as long as the long line in dress is favored, there is a determined effort to introduce checks. Shepherd's checks in black and white, with or without an overcheck in color, are showing from the two or three thread check up to sizes half an inch and over square.

Should the weather be at all propitious, a big sale of white and cream serges and fancies will follow. Advancing prices are turning the attention of certain sections of the trade to panamas. This material gives great wear and, as the weave is so simple, can be cheaply produced. Popular priced serges put panamas out of the market for some time, but now that prices are on the up-grade, panamas are stepping automatically back into use in producing garments that give good service. and which have to be sold at reasonable prices.

For Spring wear, novelty checkings in sponges and light weight chinchillas in white pastel shades and in pale grey mixtures with colored stripes, also in cheviots in mixtures and in pastel shades, are very well thought of. Shepherds checks are strongly featured in decidedly large effects.

Covert cloths have scarcely made the success expected for them, but in smart tans and greys will be fairly well represented when the season opens. Novelty materials for dressy wear are showing in silk and wool fabrics on the eolienne and poplin order. These materials are often embellished with jacquard stripes and running all over patterns.

Another novelty in silk and wool effects comes in the form of matelasse clothes. These clothes are a revival of a fabric that has not been a popular seller since the early eightys. Matelasse is used for the coat and a matching material is chosen for the accompanying skirt.

Silk Business Extra Good

THE December sale of silks was so large that very little stock was left on hand for January reduced price sales. Indeed, better bargains were obtainable early in December in the majority of stores than at the present time. Therefore, stocks are in an unusually clean state in the silk department. This being so, it is only to be expected that Spring orders are unusually large, notwithstanding the fact that prices all round are decidedly firmer. Not only are orders large, but they are not confined solely to one make or weave of silk, but quite a number of weaves and novelty effects are being ordered out.

Crepe weaves lead in the novelty class, and not only are crepe weaves taken but novelties showing jacquard figures and, to a more limited extent, novelties embellished with patterns in color, are being taken

Soft satins are still the standby of the department. Here too, jacquards, particularly in small neat effects, are very prominent. In the strictly high grade novelty class, brocades in two-tone or two color effects in allover damask and in Chinese patterns are good.

Very clinging effects in long line drapery are much favored and this brings charmeuse or satin fabrics having the draping qualities of charmeuse into high favor. Soft satins such as messaline and satin de chine will be wanted for foundations and slips under the many transparent materials that are coming to the front.

In the very high grade class trade there is some talk of novelty printings in foulards. Foulards of this class will be confined to the trade that always buys foulard no matter what silk material is in favor. The place of foulards in the popular trade will be taken by the tub silks now on the market. Tub silks are shown in big variety and have been well taken up by the makers of tailored waists and dresses. Silks of Habutae weave, showing hair line or narrow stripes in black or color, have had a big sale.

Silk sponges, both plain and printed, are out for Spring and are largely used for trimming purposes.

Democracy in Dress

London, Jan. 28.—London is becoming more democratic every day. The latest evidence of this is a notice posted at the Savoy Theatre, where all the town is going to see Actor-Manager Harley Granville Barker's production of "Twelfth Night"—which reads: "In no part of this theatre is evening dress indispensable."

This is the first theatre in London to recognize the fact that the general public dislike obligatory dressing for the best seats. Five years ago no one would think of sitting in the stalls unless in full dress. Now it is only during the opera season at Covent Garden that the failure to have evening dress is followed by refusal of admission. Of course, certain people always dress for the theatre the same as they do for dinner, but there is a large floating population who like to pop into a show when the fit seizes them.

The highest development of MERCERISATION in COTTON GOODS

is shown in those which bear the

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The advance in ANILINE Black and Color DYEING has been synchronous with that of the MERCERISATION

There are many different Finishes, adaptable for all purposes. Patterns, along with full particulars, can be obtained from

"MARQUISE."
For Cotton Venetians, the nearest approach in appearance to the finest Silk Satins.

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A lustrous and permanent finish for Cotton French Twills.

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The latest textile achievement for Cotton Italians, Satteens, Twills, Venetians and Umbrella Cloths.

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A soft, permanent finish for Black Cotton Italians, the nearest imitation of Botany Wool Linings.

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A silky finish, combined with a soft, glovy handle, for Black and Coloured Italians and Satteens.

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"DAZZLEINE."
For Cotton Umbrella Cloths.

CAWLEY'S "BRILLIANCY."
For fast Black Mercerised Satteens.

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A bright finish, soft in handle, and with great strength of cloth. For fast Black Cotton Satteens.

"POPLA."
The best finish for Mercerised Black and Coloured Poplins.

"FORTESSE."
For Cotton Satteens, a new, rich and brilliant finish, giving the maximum strength with a perfectly fast Black.

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The Bradford Dyers' Association, Ltd.

39 WELL STREET, - - - BRADFORD, ENGLAND

Priestleys'

Dresden : : Cord

One of the leaders for the coming : season in all shades



Two of the leaders in

Priestleys' Dress Fabrics

FOR

SPRING 1913

Electros like these furnished free for your newspaper advertising.

Priestleys'

Begonia Whip Cord



The Ideal Material for Dressy Gowns

In all the Leading Shades.

Greenshields Limited, Montreal

Sole Agents in Canada for Priestleys' Dress Fabrics.

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

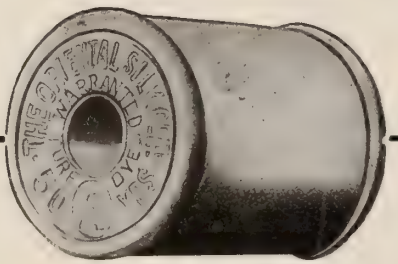
HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL SMIBERT & CO.,
Montreal and Toronto



"Oriental" Spool Silk

A trial order will convince you that we have the largest assortment of shades in 100 yards and 50 yards. Ask for our shade card containing 216 shades.

Special Shades will be dyed upon request.

Handsome Cabinets for displaying stock will be furnished at half manufacturing cost price.

Oriental Silk Co.

52 Nazareth St. **Montreal**

"How do you spell SHOWERPROOF?" "C-R-A-V-E-N-E-T-T-E, of course!"

DUST-PROOF AS WELL AS SHOWER-PROOF



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The "CRAVENETTE" CO. LTD., affix their stamp only to such goods as are suitable in quality for showerproof purposes.



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Therefore this stamp is a guarantee, not only of showerproof properties, but also of the quality of the material.

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Canadian Agent: A. B. FISHER,

400 Empire Building, 64 Wellington Street West, TORONTO



The Buyer's Viewpoint

A good season is promised in curtains. Venetians are strong in the better grades. Novelties in scrims are being introduced.

Developing the Contract Department

It can be made a profitable adjunct to carpet and housefurnishings departments—Efficient head is needed—Knowledge of periods and drapes necessary to properly carry on the work.

THE contract department in a medium sized dry goods store should be self sustaining. When properly handled, as an adjunct to carpets and house-furnishings, a satisfactory profit-paying department can be built up. Good business suggests that the work be put in charge of an efficient man. The duties are so manifold that an exprienced salesman is necessary. There is no doubt but that sufficient work can be found to keep an energetic workman busy. Fixed charges and a proper appraisement, credited to the respective departments are necessary. A uniform scale includes time and a fair remuneration for the materials used, and work done. Estimated costs cover the time, work and extras.

In the average store and in the merchants own interests, the drapery and upholstering department is open for more development than almost any other section. This applies in both wholesale and retail branches of domestic trade. Lack of suggestion and the stock carried or available have not helped except to increase stock unnecessarily. Very often the inability to match materials has made it impossible to accept contracts or carry out numerous ideas. With no one in actual charge of contract work, the result has been conflicting prices from the same sources. Often the work is done for nothing and charged to advertising. However, merchants are realizing the opportunities, as communities and business grows and people give more attention to beautifying the home.

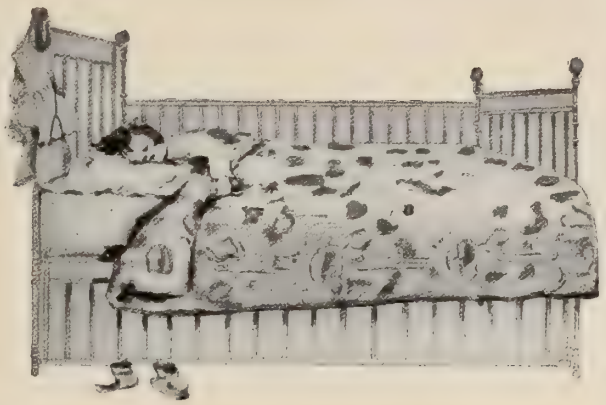
SUITABLE MAN FOR POSITION.

A suitable man is usually available in most towns or cities. He has a small business, upholstering, making mattresses or helping to do some of the decorating work in the homes. For such a man, the contract department is a matter of space combined with the promise of work, which is really part of the ordinary routine of the store. He is, of course, sufficiently expert as a workman and salesman to convince people that the requirements of color blending, correct materials and proper fitting or hanging are understood. A fixed guaranteed salary is usually attractive because his present business has slack seasons.

The revenue of the contract department is already self-producing. It includes charges for carpet sewing, putting down carpets and linoleums and making special shades. Estimates are given for draperies and hangings. Upholstering, laying hardwood floors, fitting patented weather strips, making flags and looking after awnings are kindred departments. Permanent or semi-permanent decorations for both private or public buildings are tendered for and work done in a high-class way. Any contract work on walls, windows, doors, arches, ceiling or floor of any room is attended to. Catering for summer household or cottage, necessities, sport or outdoor occasion is a specialty. Vacuum cleaner work and demonstrations are other duties for which charges are made.

Success, in an organized contract department is the result of confidence to charge enough of time and materials, to give a profit. When the simplest design is suggested or an elaborate scheme is carried out, quotations are part of the business. Customers are assured the contract department is able to carry out the ideas because some one is responsible. Those who ask for color harmony or some practical ideas are convinced that getting the work done is feasible.

Better Service Better Values



"The Sleep of Childhood"

is yours under

Swan Brand Comforters

They are the class of goods that give your customer a kindly feeling toward your store.

You can sell them with every confidence. The goods stand up to any test, and we stand behind them.

Our travelers are going out now in Ontario, the North-West, and Maritime Provinces. It will pay you to wait. The beauty of the designs we are carrying this year almost satisfies us, and we are exacting.

Place Early—It Will Pay You.

The Toronto Feather & Down Company, Limited

"Where the Reliable Goods Come From"

35 BRITAIN STREET, TORONTO

EASTERN AGENTS:
J. F. HUGHES & CO., Corner St. Catherine and University Streets, MONTREAL, Que.

The Wall Paper Department

Should Always Be a

Leading Feature of the General Store

STAUNTON SUPERIOR WALL PAPERS

will accomplish this, for they constantly draw new patrons, assert the progressive spirit of the store, and win the esteem of their Dealer by their quick selling and money-making qualities.

Let Us Help You

Stauntons Limited

Wall Paper Manufacturers

941 Yonge St., Toronto

Opportunities for developing the department are as marked as changes in decorating or the growth of business during the past few years. The resulting argument is "that customers can select match materials, and have the work done without any further trouble. Besides profits and the extra merchandise sold, the best reasons in favor of making a contract department, what it should be, is the influence of every day commercialism. The homes of to-day demand neat and effective drapes and housefurnishings. Everything must be as dust-proof and sanitary as possible and kept so.

Otherwise, merchants are foregoing the first possibilities of the store departments besides the sale of merchandise. There is no cause to do contract work at a minimum price as part of the sale or advertising services of the store. The day is passing for the contract department to depend on the display manager. His efforts at suggestive display are not augmented by ability in the store to carry out ideas. Heads of other departments are usually too busy either with buying or selling to give their particular section the attention it deserves. These same salesmen are often afraid to charge enough for the work because their ideas of time required are not based on working conditions.

The required investment and costs are not prohibitive in comparison with the results and returns. With the growth of the alteration departments, extra costs of contract work are not entirely increased expense, A salesman and at times one or two assistants from other departments, with the necessary equipment can handle both branches in the average store. Machines cost in the neighborhood of $250. Salaries are divided according to departments.

A study of periods and the trend of drapery becomes necessary with the growth of the department but simplicity is a good rule to adopt. Simple drapes are made. which sell. These, of course, are changed each season—not in keeping with any trend but as good advertising. Each season brings its own education of the demands of prospective customers. These treatments include velour curtains, lined or unlined window lambrequins, arch drapes in stiff or unstiffened styles. The uses of velours, tapestries or denims are suggested in chairs, cosy corners and seats of stock patterns. Bedroom sets in lace or cretonne are matched. Special orders are booked to measurement.

To most customers, simple, effective and non-expensive modern decorative treatment appeals. Present day treatment is in keeping with common sense ideas expressed in "the home comfortable rather than beautiful." The suggestion of American or Colonial homes is a lead in estimating on more expensive or period work. Suitable drapes for different windows are defined by fabrics in the assortment of stock and their intended purpose. Each salesman has the last word in fixings in a successful department.. As a source of profit a contract department is a necessary complement in any drapery work. The first examples of work will verify this if the workmanship is right.

Larger stocks and closer attention to weaves, textiles and period designing may be part of a general campaign. In many stores to-day the field is practically untouched in comparison with the appreciation of beauty and sales. This comes with the interest of customers as the merchant appeals to their sense of art. The present option is to take advantage of conditions and information and combining them under one head, as a means of improving the store service. The closer the store or contract section expresses the extent of the many operations, hitherto unorganized the greater the success. Results are part of the general prosperity of the country. People building or furnishing homes aim to enjoy the necessities which have previously been luxuries.

Contract departments and combined sub-sections under an efficient head are usually a profitable venture. Any contracts tendered for are on a business basis. If figures quoted are underbid the opposition are often doing the work for glory. If so they are welcome to the trouble. More profitable work is always available for an organized contract department.



MERCHANTS MAKING GOOD USES OF THE EUREKA ELECTRIC

Dry Goods men all over the country are applying the EUREKA Vacuum Cleaner to good advantage in giving their departments that CLEANLY, SANITARY, INVITING APPEARANCE. For example, Smallman & Ingram, Ltd., London, Ont., use one in their Millinery and Garment department. Besides, its use there creates a demand for it in the House Furnishing Section of your store. Note the wheels on end of nozzle which makes it easy to operate. As an up-to-date merchant, you cannot be without it. Retails at $45.00.

Write The

Onward Manufacturing Co.

BERLIN -:- -:- -:- ONTARIO

Oriental Rugs

TO THE TRADE

My very fine assortment of genuine Oriental Rugs for Spring trade is now awaiting your order. With the increasing prosperity of this country, people are building better homes and are being educated to use high-grade Oriental rugs on their hardwood floors. Are you taking advantage of this growing demand by stocking Real Smyrna, Persian, Caucasian, East Indian? My large range includes these high-grade makes and are selected from a knowledge of Canadian requirements resulting from sixteen years' business in Canada.

As a result of my splendid Eastern connections, I am able to offer you higher grade rugs at a good profit to you.

Levon Babayan

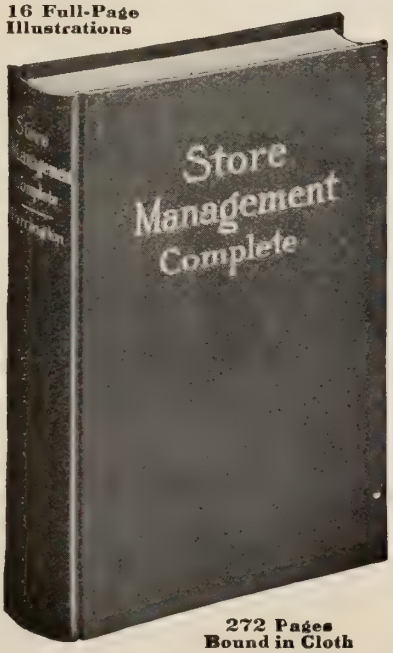
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Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

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BY
FRANK FARRINGTON

A Companion Book to
Retail Advertising Complete

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**THE STORE POLICY**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

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TORONTO

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Canada's Largest
HOUSE FURNISHING DEPARTMENT

is at your service with all the latest novelties and conceptions known to the Carpet and Drapery Trade, including:

SEAMLESS AXMINSTER SQUARES
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LINOS AND FLOOR COVERINGS

Spring Line of Quilts
All Prices, Qualities and Sizes

Cretonnes

Single and double width, single print and reversible, all the latest patterns and colors, 75 patterns to choose from.

Silk Velours and Coverings with trimmings to match all colors.

Lace Curtains in latest novelty patterns.

Bed Spreads—Lace and Chintz.

Bungalow Nets and Madras.

"The Department is on the 4th Floor"
With Prices on the Level.

Fall 1913 Line of Comforters

Sole Selling Agents for Relida Comforter Co., London, England

Fall 1913 Line of Blankets

is now ready. Bought at old prices.

READY TO WEAR GARMENTS



The Buyer's Viewpoint

Simple dress models in the leading silks have a big advance sale. Popular priced corsets show little change. Women adhere to the natural straight line flexible figure. Buyers find junior dresses bring added business and new blouses fuller and made with shoulder and back yokes.

City Stores Make Early Suit Displays

Spring models make their appearance in January—Big interest in the window displays of high class suits—A wealth of new style features—Lines of coat continue straight—Raised waist line a feature,

SINCE the beginning of the New Year, there has been a rapidly increasing activity in ready-to-wear lines. This applies particularly to suits, for the Spring suit is always about the first garment purchase a woman makes. The fact of Easter coming early this year is being given as the reason for the making of very early advance displays, but the real idea seems to be to get the suit business in as early as possible before the more summerlike models crowd the way.

There is an increasing tendency towards the early opening of the suit season in the larger centres. This is to allow the woman who spends January and February in Florida or California to select a suit at home, or to allow the woman who is tired of her Winter model to buy a suit containing the latest style points that she can wear on bright sunny days. For the suits shown now unquestionably appeal strongly to the smartly dressed woman and to the woman who has acquired the fashionable figure by proper corseting and by the wearing of properly cut clothes under her dress.

Therefore, the suits shown are high-priced and make no appeal to the woman who dresses economically, but their attraction consists in the newness of style and attractiveness of materials. Suits of this class are used for display purposes and serve to interest the average customer in the various points of the new season's styles.

The cut-away coat varying from a discreet rounding of the corners to very extreme numbers are all represented. One feature of these new models is their very simple appearance but this first impression is not borne out by actual examination as there is a wealth of new style features. The lines of the coat continue to be straight, with big revers, long sleeves and the raised waist-line is a feature. The shoulder line is often dropped and eccentric cutting is often indulged in. Paris has been using vests a good deal this Winter and here and there a model is seen with the vest effect well developed. This idea is felt to be not quite an appropriate one for Spring and most buyers have left it alone. It has led to the use of a heavy silk cord or a fold of pique to edge the collar opening.

One model shown in grey rep was so good that it merits description. The coat had long cut-away lines that met the V shaped collar opening and at the point of contact was placed the two large strapped button holes of grey satin. There was no collar attached to the coat but the vest of grey satin, that peeped both above and below the fastening filling up the V-shaped openings, was finished by a large rolling collar of satin overlaid by one of lace edged with a fold of black net. The buttons on the vest were of crystal centred with jet and large jet and crystal buttons closed the coat.

"Pullan Garment"

MADE SINCE 1902

The exclusive selling agency of the Pullan Garment granted where we are not already represented

Early Easter Means Early Sales

We are well prepared for early business.

In placing your Spring orders you cannot afford to overlook this unusual attractive line of

Suits and Coats

at the very moderate prices which means so much to the successful ready-to-wear department.

SUITS & COATS

TO RETAIL FOR

$12.50 to $35.00

YOU KNOW

that suits and coats retailing for $12.50 to $35.00 are the most popular and profitable garments you handle.

BUT DO YOU KNOW

that our suits and coats at these prices have few equals in popularity and profit?
Our whole line for Spring consists of a wide range of popular-priced models, notable for their exceptional style, quality and value.

The visiting trade is cordially invited to inspect our new Spring Novelties.

Write for Our Spring Catalogue

M. PULLAN & SONS

An Exclusive Cloak, Suit and Skirt House.
Pullan Building, Bay and Wellington Streets, TORONTO.
Montreal Office, Lindsay Building.

To be truthful, the pleated skirt that is either all pleated or with pleats as an introduction has made very little headway so far. The new feature in skirts seems to be the demand for a touch of drapery. This touch is slight but the effect is marvelous. There are just a few pleats put into panel or seam and the result is a softening of the severely straight outline that is very becoming. The greater number of the



Two-piece street dress. The belted Russian blouse is of soft finished black satin, unlined, and shows how models of this kind are cut down at the neck to make them suitable for summer wear. Collar and cuffs of lace finish, neck and sleeves. The plain straight cut skirt is of black and white striped satin. This smart and practical model promises to be very prominent, as it lends itself to development in plain and fancy or two-tone color combinations. Shown by Laurel Mfg. Co.

skirts treated in this manner are two-piece and the new idea is making progress.

Ratine is the novelty material and there are a few high grade suits developed in velour de laine and velour cords. For popular selling, Bedford cord has first place, cord weaves vertical, lengthwise and diagonal are good, and serge is just as popular as ever.

Another novelty that the trade is taking kindly to is the suit with the skirt of one material and the coat of another. Thus a skirt of black and white check will be topped with a coat of black. Decidedly startling in comparison with the dull colors and the black and white combinations, that have ruled so long, was a sharply cut-away coat of red ratine with the skirt developed in the same material in white.

Difficult to be classed as they are more in the costume than the suit class, are the Russian blouse models, one of these models developed in violet and black two-toned satin was caught in at the waist line by a girdle of black moire. The skirt was half of the violet side and half of the black and the neck of the coat was finished by a ruff of black net and shadow lace caught in front under revers of the moire.

A Big Coat Season Assured

Buyers interested in the new coats—A big variety of popular priced and high grade models showing — Shorter lengths and novelties are having a brisk season.

With dresses selling so freely, the logical deduction is that a big season may be expected in the new ¾ length and novelty coats. For popular selling serges, Bedford cords and mixtures in black and white, and tan and white, are good and serges will be developed in novelty shades such as Alice blue and possibly in Nell rose as well as yellow tans. The straight cut model, loose about the waist, and giving a narrow effect below, is the one favored. The collars have large revers and the low closing is accomplished by two, three or five buttons. The collars are either of silk and the revers of the coat fabric or all is of the silk. Striped silks, brocades, moires, and newer still, gay colored printed silks are used.

A very attractive coat seen was of black and white Shepherd's check in medium striped plaid with an over check of Paddy Green and the collar and cuff facing was of novelty tartar plaid silk. Another coat, a higher-priced model, was of white and black striped ratine, lined with Nell rose satin de chine. The collar and the revers were of black satin piped with Nell rose and inlaid into the cloth. A coat of Copenhagen blue has a collar of black satin in the new shape with long points on the shoulders. There are no revers but a band of satin slants down to the waist line and, along this band, the closing is accomplished by means of loops over a close row of large white galalith buttons.

The more expensive coats are developed in satins, moires, matelasses, eponge, plain and brocaded and in pastel mixture cloths.

Draped models are shown in silk brocades, charmeuse, crepe meteor, faille and moire. These coats are cut kimona fashion and have sleeves attached low below the shoulder line. Some of them have



You should look for

The Kenreign Label

Kenyon Coats have been standard over 50 years and are known by name and reputation to almost every man or woman likely to be your customer. *Write for Swatches.*

C. Kenyon Company

Fifth Avenue Building, 23rd Street and 5th Avenue
New York

New Chicago Salesrooms
Congress and Franklin Streets, Now Open

Boston
501 Washington Street

deep yokes, extending shawl shape down the back and rounding well below the shoulder point at the sides.

From such models it is not a far cry to dolman effects and cape wraps. And some are showing so cut that the hand can be slipped out.

The Touch of Drapery New Influence

Both waists and skirts slightly draped—Big interest in Russian blouse and Directoire two-piece dresses—Interest shown in lines of dresses for street wear.

The demand for a touch of drapery is the new influence in dress line and this liking is affecting both waist and skirt. This touch of drapery is only a slight addition, but it makes a complete change in the simple straight lines of the one-piece dress that softens the outline and is very attractive. When the gown is of soft satin crepe meteor or brocade, the draping is accomplished by pleating the silk up into scant folds under a buckle covered with the silk. For street dresses this draping is accomplished, catching the pleats under the panel or gore. This drapery is invariably placed low and does little more than soften the line.



On this market the big interest is taken in lines of dresses suitable for street wear. In woollen goods, serge leads, as not much interest has followed the attempt to introduce wool poplin. Though this is the case, the advancing price of wool goods may make a return to panama possible. Serges come not only in navy and black but there is considerable demand for Alice blue, tan and other new shades. In better priced lines the new eponges are strong and Bedford cords and striped mixtures are used.

In dressier gowns, crepe de chine and crepe meteor are good, and brocade, soft satins and failles are used. A new departure that has its influence on development is the development of the two-piece idea in the shape of Russian blouse and Directoire coat effects.

Pleated inserts are used at side or back seams to give extra width and new waists show simulated vests, blouse effects and fancy collars. Belt and sash ideas are used to finish the waist.

Straight-line tailored dresses, developed much in the same styles as in cloth only in the new ramie linens and in plain and fancy ratines, piques, cords and other staple and novelty cottons, will be in evidence. There is little difference between the styles now put out and those that will sell in linens and heavy cottons.

Lingerie models are still with us and promise to take on a new interest because of the use of the novelty effects in cotton crepes and voiles. Peasant styles are strong and Russian and straight tunic models are showing, while the waist is developed from pieces of flouncing, matching bands and one or more kinds of lace.

In sheer models, laces and nets are featured as well as fancy crepes and voiles. Batiste flouncings in Chinese and in lacy effects are used in the production of popular priced dresses.

Lingerie Waists are Good

Merchants delay advance orders until style questions are really settled—There will, however, be a big demand—The style features.

The outlook for the lingerie waists seems to be decidedly good in spite of the fact that travelers who went out early came back with a poorly filled order book. It was not the standing of waists that was in fault but the fact that they were shown before the merchant was ready to buy them. Manufacturers, it

Continued on page 141.



We're Coming

Our representatives are on the road to an early start with the most complete line of INFANTS', CHILDREN'S and MISSES' Coats for Fall.

We have been specializing in this line for a quarter of a century. Therefore, FAIRSEX garments are unequalled in style and value.

Do yourself and your business justice by seeing the FAIRSEX line and comparing values.

If our representative has not called upon you, kindly drop us a line and we will instruct him.

THE HUTNER CLOAK CO.

THE ONLY SPECIALISTS IN INFANTS', CHILDREN'S AND MISSES' COATS IN THE DOMINION OF CANADA

52-56 Spadina Ave., - - TORONTO

Paris Guarding Advance Styles Closely

Eastern influences strong—Fashions taken from Chinese, Persian and Slav sources—Oriental ideas bring Poiret models again to the front—Some incongruities observed in early showings.

Paris, February 3.

IT is with considerable diffidence that the trend of fashion is to be written about so close to the time when the Parisian model houses will hold their Spring openings, but the season will not wait, and for practical purposes many hints may be gleaned from the late Winter styles and from the gowns and millinery prepared for the fortunate ones who are to spend the opening months of the year in the sunny south.

Though the Balkan trouble is retarding business throughout Europe and bringing anxious moments to the manufacturers and moneyed interests, it is remarkable that the big dressmaking houses of the Rue de la Paix were never so busily employed, and, therefore, new models that are clearly recognized as the products of the clever fingers and brains of the acknowledged masters of design are appearing every day. Therefore, there is plenty to interest the army of foreign buyers who are now on this side in search of guidance in buying for their own particular markets.

No one, of course, can tell just what the model houses intend showing at the February openings, for sartorial secrets are very strictly held at this season of the year. There is a busy activity behind the closed doors of the designing rooms and it would really seem that this year even a greater degree of caution than usual was being observed. There is the usual talk about total changes to come about when the new models are shown, and the usual advance stock of predictions, always rife at this period, to the effect that the showing of the new models will mark a complete change in fashion ideas. This to a certain extent is always true when the proper allowance is made for the gradual unfolding and evolution of a new fashion type. For, though the displays made at the opening of each season contain the root of what afterwards prove to be distinct departures, it is quite certain that the making of fashions is always in the nature of a process of evolution, because of the large preparation in the way of new colors, trimmings and materials entailed and the active co-operation that must be given by many classes of manufacturers.

ECCENTRICITIES NOT EXPECTED.

While something distinctive and new may be expected at the February openings, those best informed say that the appearance of any mode so radical as the jupe culotte is not to be expected. The flat failure scored by the trouser skirt and the emphatic ridicule heaped upon it, is still fresh in the minds of Parisian designers. This fact is safe to repress any attempts towards the bringing forward of freakish and exaggerated eccentricities, and the new modes from whatever source the inspiration for them may be drawn will be expressed in wearable and lady-like styles.

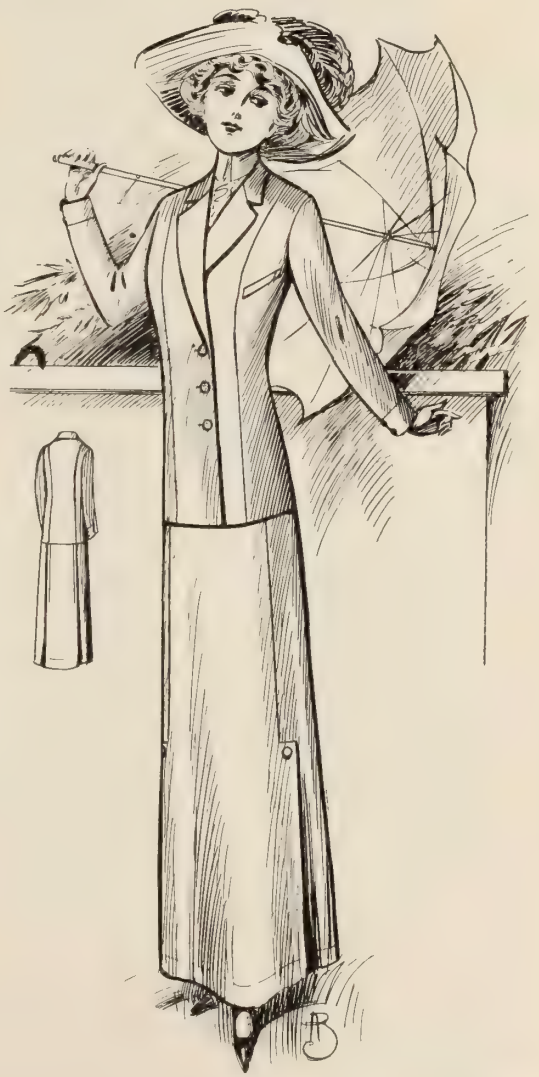
ORIENTAL MOTIFS ARE STRONG.

Judging from present light, the strongest fashion influences are pointing the way towards Oriental sources of ideas in the shape of Chinese, Turkish and



Styles which show the influence of the Balkan War on prevailing modes. The male figures shown in panels represent: A Servian officer, a Montenegrin soldier, a Turk infantryman, and a Bulgarian private. Note the direct adaptation in the Parisian costumes shown alongside.

Patrician Garments



THIS GUARANTEED ALL-WOOL SERGE

SUIT $8.50

IN BLUE AND BLACK

This is one of the biggest values we have ever had the pleasure of offering the Canadian trade. It is one of our Spring, 1913, leaders, and no live merchant can afford to overlook it. The coat is fitted with herring bone satin serge linings, and **fitted with hair cloth bust form and shields, which eliminates over 20 per cent. of the cost of alteration.** This saving alone is worth while, considering even without the very special price we have attached to the line.

A line to-day will bring a sample of each to you per return express. You owe your department a thorough inspection of this line. It is only one of the many other such values. Call at our show rooms when in Toronto.

ONLY A LIMITED NUMBER
PLACE YOUR ORDER TO-DAY

VERY SPECIAL $8.50

Trade Patrician GARMENTS Mark

The Patrician Cloak & Suit Co.

Samuels Building, King and Spadina, TORONTO

Trade Patrician GARMENTS Mark

"KAYBRO" House Dresses

are a boon to home dressmakers. They brighten the work of the housewife by enabling her to buy her house dresses ready-made at much less than the price she now pays for having them made and at about the same price they cost her if she made them herself.

They eliminate work and worry, and please the wearer with their dainty appearance and serviceableness.

Trade Mark Kaybro Reg'd DRESSES



No. 133

will build you a permanent business for house dresses, and at the same time encourage your patrons to buy their better clothing from you.

Show a complete range of these dresses this Fall and note the result. They are profitable and sure sellers.

No values equal "Kaybro."

Write for Samples to-day

MacKay Bros., Limited

182 Spadina Avenue

TORONTO

Indian motifs. Along much the same line, but newer and fresher in the very wide field opened out by the conflict in Eastern Europe, which is bringing in the types of dress in the Slav states into daily notice and which also indirectly turns attention to ancient Greek and Byzantine sources. In addition, there is still a tendency in some of the leading houses to favor mid-Victorian styles, and it must be remembered that there are strong influences that tend to keep the fabrics of this period in particular in the front rank.

The influences pointing to Oriental ideas are focusing attention strongly upon the models produced by Paul Poiret. Since this clever couturiere first captured the attention of the world of fashion with his daring Oriental creations, he has never once turned from his self appointed role as the exponent of the cult of the natural figure and the straight line. He has, moreover, proved himself a past master of the art of putting his ideas tellingly before the public, and has never failed yet in striking the proper moment at which to emphasize his designs and put his special ideas in the spotlight.

This he has done so persistently and unswervingly that now that it has been found impossible to persuade women away from the ideal of the slender, straight line figure, back to the more artificial type, it would seem to be only logical to suppose that Poiret's ideas in dress will again become a dominating influence, and it is certain that the greatest interest will be taken in the models he prepares for the February openings.

So far Paul Poiret has contributed to present styles the straight Chinese coat, Russian draped coats and Bulgarian lingerie frocks. His evening models are specially interesting, they are so frankly Oriental in color, line and material.

The Russian style has obtained a great hold during the winter in Paris and for Spring Russian models are produced cut down in a V instead of fastening over in double-breasted fashion. This type of coat is frankly bloused either in front or all round, and has a wide loose belt, and there is a general looseness and lack of form defining fit.

The Russian blouse coat is well suited to find expression in wide flouncings, or bordered cottons, and is very attractive when made up in plain and fancy silken fabrics.

The Chinese coat is cut in one plane, loose and straight and emphasizes the tendency to hang off above the narrow skirt that is one of the new fashion features.

The Bulgarian dresses are frankly of peasant origin and show the straight lines and bloused over waist often with an over-tunic in printed voile with an odd little square apron of ratine edged with a cotton fringe.

COATS
W-W
SUITS

Spring Suits

THE 1913 W-W LINE

Our 1913 offerings to the Canadian ready-to-wear trade are marked by no small degree of uniqueness of design and cloth.

The prevailing modes of the old and new world are reflected throughout the entire range of W-W Suits in such a striking fashion that there is little wonder it is being well received everywhere it is shown. The values are right.

The New Coats

too, are of unparalleled value and are making a hit with the trade at large. The new fabrics and styles we are showing are fashion approved.

A thorough inspection of the Wilson-Waldman Suits and Coats will convince you that our claim is not unfounded.

Send for samples to-day.



758 - - - $15.00

Made in fine quality Whipcord or Bedford Cord, in leading shades.

The Wilson-Waldman Costume Co.

58 Front Street West - - - - TORONTO

Children's Dainty Dresses



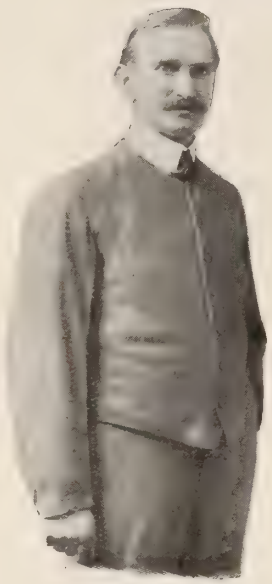
THE infant—the tiny tot—the school girl—the young miss—are all well looked after in our extensive Spring and Summer range of garments.

Why not drop us a card and let us send you a sample selection at our expense. We have satisfied many merchants in this way, and will do so for you if we may.

Send a card NOW.

Home & Watts, Limited

19 Duncan Street, - - - Toronto



Ref. 50

MORGAN & TAYLOR, LTD.

LONDON, ENGLAND

Smart Clothing for Sporting and Outdoor Wear

Made Expressly to Canadian Requirements.

This month we illustrate—

No. 50—Men's Chamois Waistcoats in finest quality skins, light and serviceable.

No. 106—Ladies' Sports Coat in finest selected Velvet leather with a warm Fleece Lining. Hat to match. Ref. No. 107.



Ref. 106

These garments are in such great demand, that to ensure delivery, you should place your order at once with

SEWARD BROS., 251 St. James St. Montreal

Telephone Main 4179

TRADE Feick MARK

Merchants who desire the smartest advance styles in dresses, should stock

"FEICK" DRESSES

for Spring and Summer trade. These neat, stylish garments will prove good sellers, for they are made to please the particular costumer.

Manufactured of high-grade materials from our own and metropolitan designs, and executed by skilled operators, these dresses will simply sell themselves.

We will be pleased to furnish samples of the newest styles and materials on request.



THE FEICK MFG. COMPANY
BERLIN -:- -:- ONTARIO

THE OCEAN BATHING SUIT CO.

29-35 WEST HOUSTON STREET

NEW YORK

Manufacturers of

Ladies', Misses', Men's and Boys'

BATHING SUITS

AND SUPPLIES



Trade Allens Mark



A QUEENLY SHOWING of 1913 Styles

THE SMARTEST YET

We have never excelled our Spring 1913 range of Blouses, Whitewear, etc., and if unsolicited praise counts for aught we have never equalled it in past seasons. This, however, is for you to say after you have inspected it thoroughly.

The styles here shown represent a few of the leaders from our new and complete range. Write for samples and get in touch with values that will surprise you at their immensity. Let our representative show you through the lines.

Mail or phone orders will be filled promptly.





ALLEN MANUFACTURING CO., LIMITED

105 Simcoe St. Long Distance Phone ADELAIDE 966 **Toronto**



Are You Selling EPPO Petticoats?

The idea of the Eppo is a skirt made only in one size which fits all waists from 20 to 28 inches. There is no bunching on the waistline; there are no strings or buttons. No alterations necessary—close the snaps and the Eppo fits perfectly.

Eppo petticoats in "Blackeye" moires and "Egyptine" Taffeta are big sellers. Both materials guaranteed. This season's models are rather wider, following the styles of pleated top sirts.

Ask your wholesaler for samples and prices. These new lines will brighten up your underskirt department.

The Canadian Converters' Co. Limited
Montreal

REMOVED

TO

245-251 SEVENTH AVENUE

NORTH-EAST CORNER OF 24th STREET, NEW YORK

BRODY & FUNT

WASH SUITS



DUST COATS

Trade Mark Registered—TUB SUITS

Canadian Representative: M. SLABOSKY Merchants Bank Bldg., Montreal

COR. ST. CATHERINE and UNIVERSITY STS.

Lingerie Waists Are Good

(Continued from page 130.)

would seem, have got to face the changed conditions that force merchants to delay placing orders until styles are more settled. The merchant has got to supply the demand for the style element and it is up to the manufacturer to fall into line with this demand.

There are many bright models put out that show new features and, for this reason alone, waists should be a success. Fine sheer voiles and the new crepes are extensively used and the favorite lingerie models have taken on new lines. Many models are made with yokes into which tucks or shirrings are placed and there is more fullness. Also the smart blouse is beginning to blouse over at the waist band.

Semi-tailored models are very strong. They fasten up the front with fancy touches and have fancy buttons, often showing a touch of color. Fancy collars, too, are much in evidence and they, too, show color as they are made of crepe or voile in delicate shades and are either hemstitched along the edges or edged with lace. Sometimes ribbon ties are used also as a finish. Where the high neck has the preference, yokes and guimpes are used with high straight collars attached. Sleeves are either full length, or ¾, with a gradual preference manifesting itself in favor of the ¾ length as the one most sensible for Summer wear.

So long as suits are worn there will always be a demand for the completing piece—the waist—and even, though dresses are extra good, the general utility of the lingerie waist will always assert its influence.

News Items

Mr. Way, of London, Ont., late with Way & Watson, is now advertising manager and ready-to-wear buyer for "The Arcade," Hamilton.

Brantford, Ont.—J. M. Young & Co., are making extensive improvements. In January a clearance sale, stock-taking and building operations were going on at the same time. In preparing for Spring a new metal ceiling is being put in the store. Departments are to be rearranged and the building repainted. A new lighting system is being installed.

Toronto, Ont.—Mr. W. J. Thompson, of Thompson, Ltd., ex-mayor of Sault Ste. Marie, is in the city this week. He reports business very good in his town. All the dry goods men he states are well satisfied with their past year's trade, their sales being considerably ahead of the previous year. Mr. Thompson as may be remembered won the fifty dollars prize a few years ago for contributing the best article to the "Review" on "Managing a Ready-to-Wear Department."



Miller

CHOIR GOWNS

For Easter Services

Are the choirs of your town properly gowned, or do they present an array of clashing colors, to which the attention of the audience is attracted rather than to the sermon? The Miller Choir Gown is an equalizer that adds decorum and dignity to the service. No choir should be ungowned.

Use your influence in having every choir properly gowned for the Easter services. No stock—good profit.

Miller Brand Duck Clothing leads the world. We make everything in Service and Professional Clothing, etc.

THE MILLER MANUFACTURING COMPANY, Limited

251-253 MUTUAL STREET, TORONTO



MENS CLOTHING AND FURNISHINGS



IT is sometimes possible to trace the influence of masculine styles in women's wear, but less often can anything in men's wear be attributed to female influence. There are exceptions to this rule of course, and one of the latest evidences is found in a line of stylish vests worn in Paris. Vests with flowered patterns are shown, quite apparently the result of the wide favor of brocaded goods for women's wear. A contemporary describes one extreme vest shown in Paris which was decorated with a rose design of most startling size. The material used in this case was Chinese velvet. To say the effect was extreme would be putting it rather mildly. It is not at all likely that the idea of flowered vests will grow general, but the wearing of such apparel by advanced dressers can be accepted as an indication of the trend in the French capital. Predictions are heard in London that fashionable dressers are striving hard to introduce higher and gayer effects into male styles. In fact, some state that the next season will see radical changes in that direction. Considering these various indications, one is inclined to believe that developments in London and Paris will be well worth watching.

* * *

BUSINESS has been exceptionally good in men's clothing lines so far this year. Manufacturers and supply houses report that the volume of orders has been large and that all indications point to a very brisk Spring trade. Demand from Western points has been especially good. There is every reason for assuming that the year will be one of prosperity. Conditions generally throughout the country are good. In every branch of industry there is plenty of work and a marked development is being shown. This means that good wages and steady wages will be paid. A tendency is shown at the present time to order some lines of men's wear unusually early, due it is thought to two causes. One is the fact that the open weather prevailing in most parts of the country has made the approach of Spring seem closer. The second reason is found in the proportions of last year's trade. Anticipating an even greater demand this year, merchants are anxious to get their orders filled early.

IF men had been content in past generations to allow things to remain as they found them, we would still be little advanced above the savage. It has been the striving for greater things, both by the individual and the world at large that has brought us to the present state of civilization.

In the same way it is the man who is not satisfied to allow business to remain at the same point that makes the greater success. An aim to achieve something better is a commendable quality in every man.

However, it is also well that a person learn to tell the difference between ambition and discontent. The germs of each are somewhat akin, although one is commendable while the other is decidedly not. To aim honestly for something better is ambition, while to be unduly dissatisfied with present conditions and surroundings, is discontent.

Take for instance your own business. Aim to increase sales over previous records, to gather into the fold a greater number of customers, to make a larger profit, and to generally extend your business. Aim for greater results. That is ambition.

* * *

E. C. Simmons, an American wholesaler, has given an interesting article to the press on Federal Regulation of Big Business. He says in part:

"Whatever we do in our attempts at solving the 'big business' problem will be done, in the beginning, in a more or less tentative manner. We are bound to make mistakes, and perhaps some serious ones, because we lack a guide to point out to us the best. All sensible men will join in the belief that organization and government should learn from their blunders, and not make the same fool mistake twice. The main thing just now is to make a start, and if 'big business,' say of a certain size, which may have to be arbitrarily determined, is subject to federal control, it is quite apparent that a great many things that have been done in the past and never should have been done will not again be done in the future.

"Federal regulation, in my opinion, is sure to come; at any rate, I am sure we are going to give it a trial, and it is only a question of time when it will come."

Ask Your Wholesaler for

The

"Aeroplane" Mufflers

Manufactured by

H. W. PLANT & CO.

Leicester, England



In All Colors

The demand for these mufflers is now enormous, and they have "come to stay." They are made of pure wool, are extremely serviceable and very stylish. They retail at popular prices, and the **smallest** store can make large sales in them. Don't be misled, but stock the best, viz., the Aeroplane Mufflers.

Sole Selling Agents to the Wholesale Trade

SEWARD BROTHERS

251 St. James Street - Montreal, Que.

Phone Main 4179

THE 4 BIG

TRADE MARK REGISTERED



The Biggest Values in Men's Gloves on the Canadian Market

The **Big-Four** Gloves and Mitts are for hard wear exclusively—and they fill the bill in a way that makes them the most profitable for both the retailer and the wearer. They stand abuse that others fail under, and give the best satisfaction in comfort and appearance.

The above cut illustrates one of the "Big Four" leaders and one that will pay you handsomely to handle.

Union Made—Fully Guaranteed

Durham Glove Co., Limited

BOWMANVILLE, -:- ONTARIO

THE 4 BIG

TRADE MARK REGISTERED



"Perrin" on a man's glove means more than a name

It represents the highest standard in glove making, the real mannish glove for men and the top notch of glove in value.

There's a trade in your locality that appreciates, yes, demands right gloves and will deal with the store where these demands can be supplied. Have you the right glove —"Perrin's?"

Our range of lined kid gloves is very complete—over one hundred styles to select from. Sort up your present stock and place your orders for 1913-14 now. Our consumer advertising will help you. Beware of imitations.

PERRIN FRERES & CIE

28 VICTORIA SQUARE - - - MONTREAL

Condensed Advertisements

An advertisement under this heading will cost you two (2) cents a word for each insertion, and your advertisement will go to 5,000 merchants each month.

AGENCIES WANTED

FOR SASKATCHEWAN Agencies for store fixtures and fittings of all kinds. Also fixtures for Department Stores, Office Buildings, Banks, Schools, Churches and Theatres. We cover Saskatchewan three times a year, and work the larger cities all the time. North-West Specialty Company, Saskatoon.

FOR SIDE LINES IN GENT'S FURNISHings or other special lines. By responsible and experienced men. 401 Rogers Block, Vancouver, B.C.

AGENCIES WANTED FOR MANITOBA, Saskatchewan and Alberta. Specialty lines to the retail dry goods trade. Address J. R. Galbraith, P.O. Box 765, Winnipeg. (tf)

Canadian Representatives Wanted

AGENT WANTED IN CANADA TO REPRESent a British firm making fine shirtings under a well-known trade mark. Applicants must have exceptionally good standing with the best men's wear furnishers. Address "Canada," W. Porteous & Co., Glasgow, Scotland.

FOR SALE

FOR SALE—DEPARTMENTAL STORE ON main line of C.P.R., population twelve hundred. Government has promised to make this the railroad centre of eastern Saskatchewan. Survey for G.T.P. into the town now in progress; C.N.R. promised. Population of town will double in two years. The only departmental store on the main street, and only one other opposition in the town. Sales last year almost eighty thousand dollars, have been over a hundred thousand. Under good management can be brought back to that figure. Business owned by a wholesaler. Ten thousand will handle. Terms on balance can be arranged to suit purchaser. Building leased at low rental or bought on reasonable terms. Stock about twenty-five thousand. Price eighty-five cents. Apply Gallagher & Co., Moosomin, Sask.

AGENT WANTED

WANTED A MAN OF ABILITY WITH push, reliable and experienced, and a business producer, as agent for one of the largest Irish manufacturers of household and embroidered linens of all kinds; also white and colored dress linens. Apply J. M. Linens, Dry Goods Review, 88 Fleet St., London, Eng.

MISCELLANEOUS

COPELAND-CHATTERSON SYSTEMS—Short, simple. Adapted to all classes of business. Copeland-Chatterson-Co., Limited, Toronto and Ottawa. (tf)

THE MONEY YOU ARE NOW LOSING through not having a National Cash Register would pay its cost in a short time. Write us for proof. The National Cash Register Co., 285 Yonge Street, Toronto.

COUNTER CHECK BOOKS—WRITE US to-day for samples. We are manufacturers of the famous SURETY NON-SMUT duplicating and Triplicating Counter Check Books, and Single Carbon Pads in all varieties. Dominion Register Co., Ltd., Toronto.

DOUBLE YOUR FLOOR SPACE. AN OTIS-Fensom hand-power elevator will double your floor space, enable you to use that upper floor either as stock room or as extra selling space, at the same time increasing space on your ground floor. Costs only $70. Write for catalogue "B." The Otis-Fensom Elevator Co., Traders Bank Building, Toronto. (tf)

MOORE'S NON-LEAKABLE FOUNTAIN Pens. If you have Fountain Pen troubles of your own, the best remedy is to go to your stationer and purchase from him a Moore's Non-Leakable Fountain Pen. This is the one pen that gives universal satisfaction and it costs no more than you pay for one not as good. Price $2.50 and upwards. W. J. Gage & Co., Limited, Toronto, Sole Agents for Canada.

FIRE INSURANCE. INSURE IN THE Hartford. Agencies everywhere in Canada.

WANTED Orders for finest hand-made Irish Crochet Laces, Insertions, Picot-edges, Beadings, Motifs, Collars, Yokes, D'Oyleys, etc. M. Hughes, Scotch Street Bridge, Armagh, Ireland.

ELLIOTT-FISHER STANDARD WRITING-Adding Machines make toil easier. Elliott-Fisher, Limited 513 No. 83 Craig St. W., Montreal, and Room 314, Stair Building, Toronto.

WAREHOUSE AND FACTORY HEATING Systems. Taylor-Forbes Company, Ltd. Supplied by the trade throughout Canada.

YOU CAN BUY A REBUILT TYPEWRITER from us. We have about seventy-five typewriters of various makes, which we have rebuilt and which we will sell at $10.00, $15.00, and $20.00 each. We have also a large stock of better rebuilts at slightly higher figures. Write for details. The Monarch Typewriter Co., Ltd., 46 Adelaide Street West, Toronto, Canada. (tf)

COUNTER CHECK BOOKS—ESPECIALLY made for the dry goods trade. Not made by a trust. Send us samples of what you are using—we'll send you right prices. Our holder with patent carbon attachment, has no equal on the market. Supplies for binders and monthly account systems. Business Systems, Limited, Manufacturing Stationers, Toronto.

PRINTING

PRICE TICKETS FOR WINDOW SHOW goods. Black lettering on white cards marked 25c, 50c, 75c, $1, $1.25, $1.50, $1.75, $2, $2.50, $3, $3.50, $5. Dozen in set, per set, 15 cents postpaid, or two sets for 25 cents while they last. Technical Book Dept., MacLean Publishing Co., 143 University Ave., Toronto.

TECHNICAL BOOKS

THOUGHTS ON BUSINESS, BY WALDO POUDRAY WARREN—a collection of over 200 business editorials from leading newspapers of Canada, England and United States; approved by prominent business men everywhere. Cloth, $1.25. Technical Book Dept., MacLean Pub. Co., 143 University Ave., Toronto. (tf)

When writing advertisers, kindly mention having seen the ad. in this paper.

Unique Form of Advertising

Montreal.—The "Personal Service Department" is being prominently featured in their newspaper advertising by Goodwins, Limited, one of Montreal's departmental stores. This department is devoted to out-of-town patrons, or would-be patrons, whereby they can be advised or have their purchases looked after by one specially designated for that purpose and who is known under the title of "Dorothy Drew."

The references to this department have been of a varied nature, but the one here given in story style and entitled "Fairy Tale for the Far Away Lands" seems to tell the story in a very interesting and rather unusual manner. It occupied a space three columns wide by about seven inches long in a full page advertisement and read as follows:

FAIRY TALE FOR THE FAR AWAY LANDS.

Once upon a time, when George the Fifth was reigning in England, far away in his vast Dominions, in a great city at the mouth of a mighty river, was a large grey stone house, which covered an enormous area of ground, and reared itself aloft to a great height towards the heavens. About this house on the three sides thereof, were black posts, and on each post a cluster of 5 great domes of light, which made the square bright and beautiful by night, while by day the sun was reflected in many enormous glittering windows, inset in the stone walls. On each of the three sides of the house were great portals constructed of fine wood, glass and glittering brass. Before each portal paced a sentinel of exceedingly great stature and clad all in grey. This sentinel, however, did not retard the passer-by from entrance, but rather hastened to assist, in any possible way, those wishing to enter or depart. All these three portals opened on a hall of noble proportions, where the scene of brilliancy was dazzling to the eye, spread out as far as sight could travel in every direction were objects of beauty of every possible kind and description. Gorgeous raiment of wonderful texture, sparkling glass, skilfully wrought silver and fine gold, silks from the Orient, damask and fine linen from the Emerald Isle, even volumes from the pens of all the sages of those days, everything to delight the eye and the mind of mortal man. At a long marble table on one side of the hall was spread out an array of luscious fruits, sweets and syrups of ambrosial nectar. At the extreme end of the great hall was a marble staircase of great width and dignity, which led the traveller to higher realms of splendor, and also cunningly devised little rooms, which, when the traveller entered, shot swiftly and silently up or down, as he so expressed his wish.

All about the great hall were many courteous attendants, who at a word would hasten to bring to the traveller there many object which might specially strike his fancy, but if that which he desired was not visible, the traveller had but to mention it and from a hidden store it was produced. The name of the House of Enchantment was called GOODWINS LIMITED, and the citizens of the great city thereby daily to partake of the pleasure and profits to be found within its walls, and the fame of it spread far abroad in other cities, town and villages on the lonely prairies, to the shores of the Pacific and of the Atlantic. The people marvelled and longed with great desire to share in the delights of the House of Enchantment. Then one day the Powers of the House, constantly planning and devising schemes for the greatest good to the largest number, said one to another: "Let us have one among us who shall represent all these people removed from us in the Far Away Lands. Unto this person let their desires be made known by writing and she shall with all speed and skill and care select thething these far-away mortals wish to possess, and forthway dispatch it to their distant homes. If theydesire council or information as to what the House of Enchantment contains so shall they make it known also by writing, and straightway shall such tidings be sent to them by this their representative.

And thus it was carried out as devised by the Great Powers in Council, and the name of the representative of the Far Away Peoples was known to all men as "Dorothy Drew," and her abiding place was Personal Service Department in the House of Enchantment, Goodwins Limited, and from all parts of the land came the messages, some of enquiry, some of doubt, some of requests for objects desired, and to all such messages went a sure swift response carrying help and satisfaction. And a great content spread over that land, and the people therein dwelt happy ever after.

AFTER-WORD

All this tale is absolutely true except the last paragraph, which is a prophecy, but oh! you People of Far Away Lands anywhere and everywhere in our Fair Dominion, don't you see your opportunity to make these dreams come true also.

Dorothy Drew

Personal Service.

One of a series of personal service advertisements.

News Items

Brandon, Man.—The Peabody Manufacturing Co. may establish a plant here.

Berlin, Ont.—The death has occurred of Miss M. E. Glick, milliner. The business has been closed.

Humboldt, Sask.—W. S. Baldwin is holding a retiring sale, with the intention of clearing out a stock of $18,000.

Welland, Ont.—The Empire Cotton Mills announce that they will proceed with the erection of a large addition to their plant.

Camrose, Alta.—Alf. Price has resigned his position in the men's furnishing department of R. B. Price's store and will open a men's wear store for himself.

Owen Sound, Ont.—The project to establish a whitewear factory is now an assured thing. Mr. Labar, the head of the projected concern, has practically completed arrangements.

Ask Your Wholesaler For

"WESTFIELD" BRAND

SCOTCH KNITTED

WOOLLEN VESTS



Made in a large variety of designs and colorings

THE success of these Vests has been instantaneous, but is not to be wondered at in view of their extreme serviceability. They have been made expressly with a view to the rigor of our Winter and being of pure wool they are very warm without being heavy or cumbersome. These Vests are "par excellence" for FIT, STYLE and ELEGANCE.

These have now become a staple line, and no up-to-date store can afford to be without a stock.

Sole Selling Agents to the Wholesale Trade

SEWARD BROTHERS

251 St. James Street Montreal, Que.

PHONE MAIN 4179

Buyers' Guide

PROFITABLE LINES

for your Notion Department—Collar Pins, Beauty Pins, Ladies' Cuff Links, Bead Necklaces and Ear-rings to retail at popular prices. Write to-day for samples.

R. A. PHILLIPS

The Notion and Jewelry House

77 YORK STREET, TORONTO

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

A Summary of Advance Fur Styles

(Continued from page 113)

lengths on account of the weight and style trend. Coats are semi-fitting with straight outlines and side vents. Long roll shawl collars are selling, although in the West a large notch collar is preferred. High price garments favor the contrasting of furs or grain of the pelt, as a style feature. For the medium trade Hudson seal coats to retail at $1.25 to $1.50; rats from $75 to $100; Russian pony in black or natural and electric seal, all follow the same outlines. Mink dyed marmot coats have been gaining in favor this year and should be prominent again on account of style effectiveness and price.

In smaller furs and matched sets, manufacturers are holding off and samples are pending the decision of designers. The fur season, as a whole, has not been as satisfactory as might be on account of the open Winter. Manufacturers feel that buyers are not disposed to consider new lines until the season's clearance is finished. Prices on some lines are being reduced to an unusual extent and the introduction of new numbers is not likely to meet with a favorable response until later.

The most remarkable reductions in fur-lined, fur collar coats are being offered. Garments as high as $85 are quoted at one-third that figure. Shells are mostly strapped, and rat and squirrel plates are included. Marked reductions are noted on ermines, and prices, which mean clearance have been put on the novelties to effect a final exit.

Paraguay and Teneriffe the Novelty

(Continued from page 102)

grounds are to the fore and this cracquele effect is also applied to shadow effects.

Flounces, tunics, side draperies, Russian blouses, etc., promise a large use for 18 and 27 inch net top flounces. Wrist frills and frills outlining drapery and bands for trimming, will also have a great vogue. Therefore, the narrower frills and bands in various widths will be wanted.

In the heavier laces, the lighter makes of Venise are very much to the fore—that is, Venise forms the main part of the lace, but various other motifs are part of the combination. Paraguay is the newest but Bohemian crochet and other stitches are to the fore. Not only in Venise but in all other laces, the soft drapery finish, that is given, is a feature of the new season.

Though the light laces now showing will harmonize sufficiently well to trim the crepes and voiles, linen laces are expected to come to the front to trim the linen, ratine and cotton suitings Real filet is put forth but there is always more or less doubt about the free acceptance of filet, and it is expected that Clunys will again appear as a leading selling lace. Real Cluny is a favorite with the majority of women, as well because of its washing and wearing qualities, as because of the handsome designs and patterns in which it is produced. Crochet laces are always in evidence, and are strong both in the real hand work and in the machine made imitations.

News Items

Battleford, Sask.—M. G. Larnon & Begley have dissolved partnership. The latter will remain in charge of the business.

Lunenburg, N.S.—The Hubley Co., Limited, have taken over the dry goods and clothing business of G. A. Hubley.

Alex. W. Blue, of the firm of Walter Blue & Co., Sherbrooke, Quebec, died January 4, after an illness of several months. Mr. Blue was one of the most prominent citizens of Sherbrooke.

R. L. Smith, buyer, manager and advertiser for the Robinson Co., Ltd., Hamilton, left for Europe early in the year on his semi-annual buying trip. He intends visiting London, Paris, and buying centres in Switzerland and Germany.

Montreal.—The premises of the Bass Fur Co., 516 St. Paul Street, were visited by fire Jan. 22, and about $40,000 damage done to building and stock. The stock of James W. Grant, wholesale furrier, in the adjoining building was also somewhat damaged by smoke and water.

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¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



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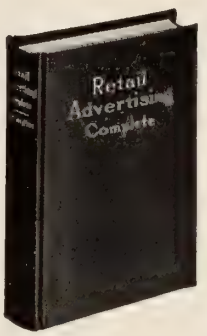
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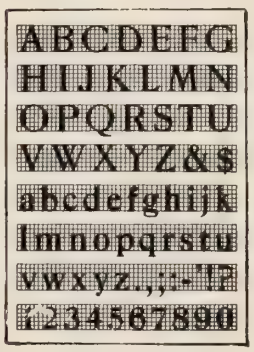
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding..$2.50



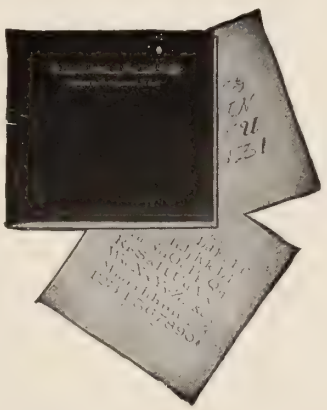
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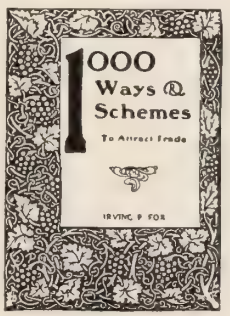


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1000 Ways and Schemes to Attract Trade



A book that swells sales and increases profits. There has never before been published a book like this. It gives brief descriptions of over 1,000 ideas and schemes that have been tried by the most successful retail merchants to bring people to their stores and to sell goods. If you try a scheme every day, there will be in it enough separate and numbered suggestions to last you nearly three years without repeating a single one. A few of the ideas in one chapter: An Anniversary Scheme with Excellent Points—A Sign That Made Money for its Maker—Advertising Dodge and Clever Salesman—A Contest that Boomed Trade- Giving Unique Publicity to a New Department A Baby Day that Drew a Crowd- Money Makers in Many Different Lines -Plan for Introducing a New Brand of Goods that Proved a Winner—Artistic Ways of Displaying Goods—Days Devoted to a Particular Class of Customers Many Window Trims Out of the Ordinary In this chapter are seventy-four separate and distinct ideas that have been successfully carried out by as many different merchants. **There are 13 more chapters and 934 more schemes just as good as these, 208 Pages 9½x7, and 180 Illustrations. Printed on the best white paper and bound in a handsomely ornamented cover. Price postpaid, $1.00.**

All books sent postpaid on receipt of price.

MacLEAN PUBLISHING CO., Technical Book Dept.

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More Profit in Dress Shields

There will be increased profit to every retailer selling Dress Shields who takes advantage of the increased selling power given to Kleinert's Dress Shields by

Kleinert's

Dress Shields Chart

The whole force of Kleinert's National Advertising will direct women to ask to see this chart at your Notion Counter.

If you haven't received the Chart with suggestions for making it a real money-maker for your store, send at once for a copy.

It is free to anyone who sells Kleinert's Dress Shields.

I. B. Kleinert Rubber Co.
Toronto, Canada

Vol. XXV. No. 4.

DRY GOODS REVIEW

FEBRUARY 19TH 1913



FEATURING CANADIAN STYLES AND MILLINERY

There Are a Few

cover positions for 1913 still available. If you desire this important position for any particular date let us know now so you will not be disappointed.

The outside back cover on Canada's only semi-monthly dry goods paper is a position worth while. Write for particulars.

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 3rd Wednesday of each month. Office of Publication, 143-149 University Avenue, Toronto. February 19, 1913

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The Outlook is Promising

DESPITE the fact that the fur trade has experienced a distinct lull since the last few weeks of the 1912 season, the impression prevails that the outlook is promising. A statement issued previous to the Hudson's Bay Company's sale, will be interesting, in this connection.

"It must also be remembered," it reads, "that the fur trade as a whole is after all limited, be the fashion and weather ever so much in its favor, and it has often happened before that after the early trade was good, as was the case last year, and the finish weak; or, it commenced later and lasted longer. It was, perhaps, hardly fair or reasonable to expect that business should continue all through to the end of the year as it had been previously.

"So fas as the new season is concerned, the business of the past few weeks may be looked upon as a blessing in disguise, as had it been otherwise prices at the opening of the year would probably have been on such a basis as to cause considerable care and anxiety; as it is, there has been ample opportunity for quiet reflection, with the result that reasonable prices and confidence on the part of buyers may be looked for at the present sales."

The dullness which has been experienced is due very largely to the extremely mild weather which has prevailed in most parts of the country. As the mild weather has resulted in the temporary postponement of sales, merchants can reasonably look forward to greater activity than usual during the coming year.

Sales Force Efficiency

ONE of the most difficult problems that the dry goods merchant faces is the maintenance of sales force efficiency. There is so vast a drop from the height of salesmanship perfection to the depths of incompetence where so many belong who essay the role of salesman, that the success of a business depends to no inconsiderable degree on the point between the two extremes that the staff average is low, the business will not prosper no matter how well it may be managed otherwise or how high the standard of the stock carried may be.

The average of salesmanship in the average big store is probably not very high. Among other qualities required to make a good salesman is ambition;

and it is not often possible to infuse the spark of ambition into the whole staff. Clerks who lack the desire to get on in life seldom have the desire to run up a big sales total or to be consistently courteous and obliging to customers. With a certain number of clerks of the non-ambitious type scattered through the staff, the possibilities of creating big increases in business are seriously curtailed.

In an article appearing in this issue, reference is made to the methods followed in many of the largest stores to-day. Each salesman is provided with a weekly sales record, showing what sales he, or his predecessor made during the corresponding week of the previous years, figures being thus given to show the salesman what he has to beat: for in these stores, increases are regarded as absolutely essential and the salesman who cannot keep up his end is soon replaced. It is a hard rule and under it only the fittest survive, but it surely creates a high average of salesmanship. The weak chains in the link are soon detected. At the same time, it gives a capable clerk full opportunity to show his ability. When a salesman is showing results, his good work cannot be overlooked.

Set-Back For Catalogue Houses

THE mail order houses are not having things all their own way in the United States since the Parcels Post law went into effect. One of the great advantages that the catalogue houses expected from Parcels Post law went into effect. One of the great printed catalogues at parcel post rates. Such in fact was a ruling made by the American Postal authorities at the first of the year. The result would have been the flooding of the mails with printed matter and naturally the ruling caused consternation in retail circles. Efforts were made to show the Postal Department the injustice of the ruling with the result that it was finally reversed.

Under the new ruling, printed catalogues must be entered as third-class matter and cannot be carried under parcels post rates. In cases, however, where it is desired to send with merchandise printed matter referring to it, the parcels post rate will apply. Thus, if a washing machine, say, is being shipped, it will be possible to send along literature dealing with washing machines at the low rate.

This ruling is an important one. It has removed a certain meaure at least of the disability under which retailers are laboring.

To Check Fire Losses

THE business men of Toronto are organizing to check fire losses and waste. This step is being taken as a direct result of an address delivered by the secretary of the American Association for the Prevention of Fire Losses, before a meeting of the Manufacturers' Association at Toronto. A report of this address has already appeared in The Review, so that it is unnecessary to recapitulate any of the facts presented or the points made. Suffice it to say that the address was in the nature of a forcible indictment of the attitude that the public displays toward the question of fire prevention and particularly that of manufacturers and merchants, who as classes are careless and indifferent. The figures that were given were startling but incontrovertible and they left an indelible impression on the minds of all who were present.

This is a problem which affects the retail merchant very closely. Not only should better methods be evolved for fire protection, but the whole question of fire prevention should be gone into and the careless practices now allowed rigidly eliminated. Not until then will merchants be relieved of the danger which constantly confronts them of being wiped out by conflagrations.

The movement now under way should be given the hearty support of the merchants.

The Passing View

Winter is starting to arrive about the time that it usually leaves off.

* * *

Business to date has been good despite the handicap of unfavorable weather conditions and the financial stringency which has been felt.

* * *

Merchants should lend their assistance wholeheartedly to the movement to check fire losses. The retailer is the chief sufferer in this respect.

* * *

The hat of large proportions covers a multitude of sins in the way of careless hair-dressing. With small hats the vogue, women will have to be more careful in the arrangement of their hair. Ergo, there will be a larger demand for hair goods.

* * *

The Balkan war has stamped itself most strikingly on Spring styles. The influence is felt in every direction—materials, colors, and styles, not only garments and millinery but in accessories, toilet articles and hair dressing. A rare mingling of Servian, Bulgarian and Turk ideas have gone into Spring's picturesque styles.

* * *

A contemporary refers to the fact that Abraham Lincoln tried his hand twice at the management of a retail store and failed most completely on both occasions. Lincoln was too fond of studying law books to concentrate on the details of a retail business. All of which goes to prove that it is not the easiest thing after all to run a store successfully as some seem to think.



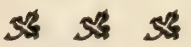
This Invitation is for You

If you are in Montreal during Millinery Opening—call at 230 Notre Dame Street West and see us.



You will find on view a splendid range of ribbons, silks and velvets. We would like you to look them over.

If you can't come—may we send samples?



THE W. R. BROCK COMPANY (LIMITED)

MONTREAL

Specialization Leads to Large Sales

Aggressive methods of Fort Erie firm result in a splendid business in knit goods — Five per cent. is spent in advertising — New styles created—System for keeping close track of sales.

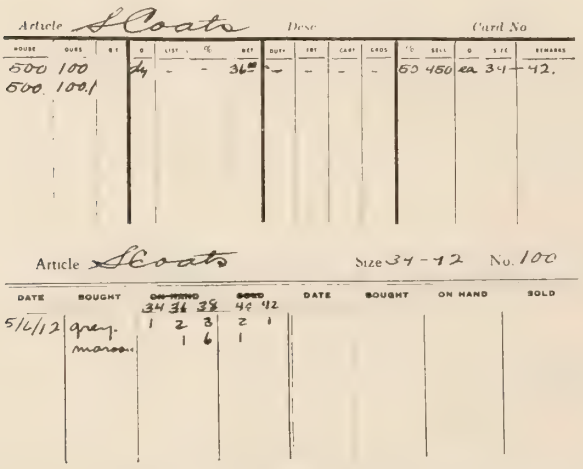
JOHN DALTON & Son, of Fort Erie, Ontario, conduct their knit goods department on so aggressive a scale that they have worked up a splendid connection. Several reasons could be given for their success but perhaps the chief one is that they specialize. By closely watching the trend of demand they have a good idea of values and of what the public want. Using this information in the purchase and display of their goods, they offer to the public just what the public wants.

Fort Erie is advantageously situated, as it is possible to cater to the American trade. By specializing along lines which appeal to American customers, a good trade is done. Dalton & Son keep in close touch with American styles but they do not stop at handling lines of proven popularity. They go a step further and create a demand for styles on their own account. That a wideawake retailer can create styles has often been demonstrated, but never more effectually than in the case of John Dalton & Son. Last season they introduced innovations in the form of new styles and shades which took so well that big sales were made. As a result of the demand thus created, many other stores, including some of the largest establishments in Buffalo, took up the same styles.

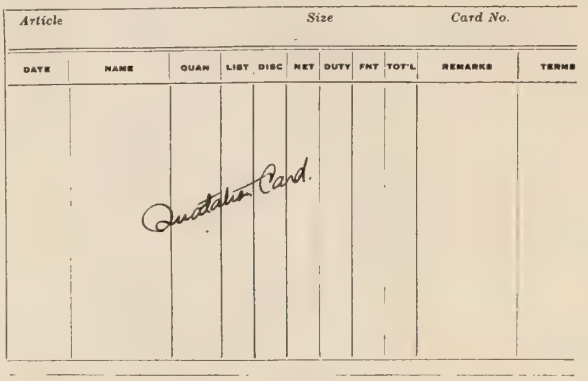
A strong feature of the policy of the firm in question is that they believe in handling the best quality goods.

SPEND 5 PER CENT. FOR ADVERTISING.

A good share of the credit for the success of Dalton & Son is owing to the fact that they are good advertisers. They spend annually 5 per cent. of receipts in advertising. This percentage may seem large—in fact, it is considerably larger than even the most progressive of retail firms usually allow—but it has been found a profitable venture. The large sums thus expended in publicity are more than made up by the returns secured in the shape of new business.



Stock records used by John Dalton & Son.

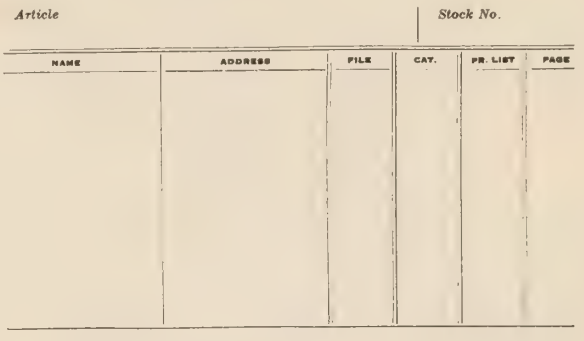


Quotation card used by John Dalton & Son.

KEEP CLOSE TAB ON SALES.

Still another feature which has figured in the building up of a big business, is the excellent system which has been evolved to provide records of sales. In all departments of the store, an exact record of purchases and sales is kept by days, weeks, months and years. In this way, stock is ordered in just as it is needed and frequent turnovers are the result.

The system now used by the firm is not yet as perfect as they hope to make it. Revisions are being



Card index of customers' purchases.

made and further improvements are contemplated The Review hopes at some time in the near future, to be able to present a complete description of their completed system. In the meantime, it may be explained briefly that cost and stock record cards are kept as well as sales forms. On the cost cards, numbers are given which serve as a key to the stock card. The system of giving a certain number to each line

(Continued on page 6)

Suggestions to far-sighted Business Men

The man who looks ahead, gets ahead

"La Vogue" Velvet

with *Worrall's guaranteed Fast Color* and *Chiffon Finish*, made up in the new continental style.

Business for Autumn will be exceptionally good in Velvets —Plains, Cords, Brocades, Shots and Fancies.

Naturally you want your full share of it, but wanting alone won't get it.

As a good executive you know that you'll have to plan and work and right now is the time to plan—to prepare—to get ready.

When business comes with a rush, you will be that "ready" man who will get his full share—who will let no opportunity pass by.

Success comes to the man, as you know, who not only sees the chance, but is able to seize it.

Our representative will call on you shortly to extend the opportunity of taking *"La Vogue" Velvet*, which assures any retailer increased business.

Sole Agents for Canada

Brophy, Parsons & Rodden, Limited

25 VICTORIA SQUARE, MONTREAL

Maintaining Sales Force Efficiency

Individual sales sheets are issued weekly in some of the largest stores, showing sales record for corresponding week of previous year—Salesmen are expected to show increases in this way—Buyers are able to keep close tab on business in department.

THE great object of every buyer is to maintain the standard of his stock sufficiently high to produce increases in business. To do this, he finds it necessary not only to have the best values, but a capable sales staff as well.

Efficiency is the demand of the present age and in the store, departmental efficiency means increased sales. The buyer is supposed to show steady increases. Weather may prove unfavorable, styles may change suddenly and unexpectedly, trade conditions may be bad, competition may be particularly keen; but in spite of all such contingencies, the buyer is expected to show periodical increases. In many of the biggest stores, buyers are subjected to the sternest rule. If reverses are experienced two or three months handrunning, loss of the buyer's position is the penalty. The fact that the buyers manage to weather all storms and keep their departmental records above criticism in the great majority of cases is a tribute to the efficiency of buyers in general.

The status of the buyers has been dealt with at some length in articles which have appeared in recent issues but one phase of the question will allow of further discussion—the steps which buyers can take to protect themselves against losses through inefficient sales help.

It will be acknowledged that, no matter how good the values offered in a department may be, the lack of capable sales people will prevent increases in business and even create losses. It has been found in the large departmental stores that a few incapable members will demoralize the complete sales force. If there are four or five good salesmen in one department and two idle or incompetent ones, the showing of the capable members will gradually shade off instead of showing an improvement. A bad example is usually catching. Of course, it sometimes works the other way. The capable members of the staff inspire their less efficient fellows to greater efforts. There is, however, an undoubted danger in having on the sales staff members who are not up to the mark. Buyers require the assistance of a thoroughly competent staff before they can count absolutely on getting satisfactory results.

A double duty thus faces the buyer. He must keep his stock right up to the minute and his values right; and he must keep his sales forces as near to 100 per cent. efficiency as the laws of human limitations will allow.

SUPPLY INDIVIDUAL SALES SHEETS.

A method followed in some of the biggest stores is to supply sales record sheets to each member of the sales staff weekly, showing the record for the same week the previous year. These sheets would be printed somewhat as follows:

Sales average: 1911.		1912 1912
$41.25	Monday	———
$34.23	Tuesday	———
$19.10	Wednesday	———
$28.23	Thursday	———
$33.25	Friday	———
$76.50	Saturday	———
$232.56	Total	———

Department ..... (Signature) .....No.....

Note.—Each member of staff is expected to make a better showing than last year. Please enter up total of business done each day in blank spaces. Return to department head at end of week.

The advantages of the plan will be apparent to all. With this record before him, the salesman has a definite goal to attain. He must do better than last year. If certain days during the week unavoidably fall behind the previous year's total, the knowledge serves as a spur for the remainder of the week. Even the most sluggish and lackadaisical of clerks will feel impelled to do his best when he knows that his showing is not comparing well with his last year's performances. Loss of position will loom up as a possibility, if he is falling persistently behind.

A number of stores go a step further and allow salespeople a certain percentage of sales over and above the total of the previous year. Necessarily the percentage is very small but even at that it serves as an added inducement to "hustle."

Specialization Leads to Large Sales

(Continued from page 4)

has been found a good one. Decimals are used for each additional variety of a given line.

Sales records are kept and from the total of each line sold, it is possible to determine the value of the goods sold. By subtracting this from goods on hand the previous month and adding the purchases of the current month, also taking into account returns, they are able to determine the value of stock on hand in each line at the beginning of each month. The grand total tells the amount of stock on hand at any time and it is possible to find every night the approximate total of stock on hand.

Other systems are used such as index cards of itemized purchases to customers to which reference can be made in writing circulars; quotation index, purchasing directory, etc.



Art Needlework All Year Round Line

Travelers out with needlework novelties sending in good orders—Revival of cross stitch embroideries partly due to the Balkan influence—New development in punched work—Buttons an important line.

THE Spring season in art needlework is becoming of more importance each year, for in this department there is no longer just one season. A steady trade has been built up practically all the year round. This is partly the result of the natural growth of population and partly because of the attention given to the production of novelties. Needlework novelties to make a success must be capable of being put to some useful purpose for either household or personal decoration. And must as well be artistic, effective, and must call for no undue effort for its accomplishment.

In the majority of stores, the art needlework department has either been removed up stairs or there is a down stairs and an up stairs section. This is because most stores engage saleswomen capable of giving lessons and teaching both familiar and new stitches as they appear. Morning and afternoon classes are held and they are always well attended. Merchants are well aware of the value of these classes both in disposing of materials and in making the store a more attractive shopping place for women customers.

Punched work is always popular and the latest development will be welcomed. This consists of a combination of punched work darning, outlining and solid embroidery introduced occasionally to emphasize some particular spot. The work is simplicity itself. A fine linen scrim is used, woven alike in both directions with three fine threads together forming regular groups, and it is by these meshes that the open punched background is worked.

The outlines of the pattern is stamped on the scrim and with fine linen thread the spaces to be open are punched, though it is more the pulling tight of the thread than the weight and size of the needle that causes the open effect, and the mesh of the scrim takes the place of dots as the guide. The heavy spaces are darned over with a moderately coarse twisted thread taking the stitches over two threads of the canvas and running a thread in every row. After the darning is completed these heavy spaces are outlined and any heavy embroidery needed to complete the pattern is put in.

Take a sofa pillow, for instance, ornamented with a band in a conventional floral design having the background of the band in the punched work, and with the petals and leaves darned in and outlined, and for emphasis the centers are worked in large dots made solid.

Though this embroidery can be done in white there is no reason why color should not be introduced either into the embroidery the darning or the outlining, and by its judicious use some very telling effects can be obtained. Balkan fashions are turning attention strongly towards the use of cross-stitch embroideries, for stitching little colored crosses on coarsely woven material has always been a means of development for elementary embroidery designs. In Hungary, Albania and Roumania not only is the household linen elaborately adorned with cross-stitch embroidery, but elaborate all-over patterns are worked on cotton crepes and marquisettes for guimpes, waists and for borders on scarfs and aprons. These cross-stitch patterns are worked in wonderful color combinations. Patterns and color effects could be worked for collar and cuffs and for other trimming purposes.

In the new lines just opening up porcelain buttons are strong. These novelties are just china and are decorated in floral patterns. China and crystal are combined, and some very attractive novelties are produced in this manner.

Household linens, furnishings for the nursery, and clothes for children are all decorated with cross-stitch. The designs are simple and are quickly worked, and when colors are well chosen the results are very satisfactory. Cross-stitch is particularly good when shades of blue are used in developing the design. For instance, a runner had a row of Viking ships in full sail across the ends worked in two shades of blue. Books of patterns can be procured showing cross-stitch alone and worked in with other stitches.

CANADIAN FUR TRADE NEWS

Early Samples Will Renew Confidence

Ranges shown to date are accepted as promising good fall business—As far as is possible to predict the outlook is bright—Merchants should show an interest in quality.

THE fur trade is holding off before confirming new styles. Some samples are already shown. The confidence of furriers will be re-established during the opening of the new season. Last year's experiences, the troubles of the trade, weather, cost of labor, fur-pelts and findings and early clearance of many lines at unusual prices have been unfortunate. Although there has been no Winter, such as is associated with fur selling, sales and novelty business done have proved conclusively that fashions for furs are stronger at the present time than ever. People buy style and the whole trend of success has been increasing in proportion. This is an optimistic outlook for the furrier.

Manufacturers have little complaint at the close of the season as far as clearance is concerned. The volume of business in repeats has not been satisfactory. Aggressive sales methods were necessary. More expensive articles have been sold during the season. The vogue for furs is more extensive and people demand styles notwithstanding the weather. Sales are not entirely a matter of necessity. The growth of population has kept the staple sales to medium class trade.

Fur demand is as diverse as assortments are varied. From fashion's dictates and sales it is seen that the trend of style is equally in favor of short-hair and long-hair furs. The former shows the effects of other styles in dress and of fashions' preference, styles and outlines. Mink, ermine, mole, rat and marmots continue to supply garments for dressiness and style. Short-hair furs, in both natural and dyed in soft taupe, Isabella and brown, have been alike in favor for novelty garments. Long-hair furs are brought out in black or many natural animal effects. For utility and exclusive fashion, sable, fox, wolf, raccoon and many of the cheaper furs are limited in supply, rather than demand.

The tendency for large pieces and medium length coats is already seen. Some of these three-quarter length coats are loose-fitting at the shoulders with sleeves of kimona style. Some of these garments flare somewhat at the bottom while others are close-fitting from the hips down. Furriers comment on this style and say that, except for novelty and a few high-class furs, this style of garment is only to tone up the ranges. Slender women can wear this garment. While buyers may favor shorter coats for both style and service the general outlines for medium trade will be similar to this season's garments.

Combinations of furs are to be more attractive from a style and novelty standpoint. The use of one fur as trimming for another is more often seen especially in coats. This is evident also in the use of heads and tails of one fur on another and the touch of small fur of a corresponding nature on scarfs, shoulder pieces or muffs. Another idea for trimming which is favored is to set skins in opposite way. This is good in mole, Hudson seal and short-hair furs to a greater extent than last season. This treatment is effective in draped coats or wide throws.

At the present time everything is indicated as many styles are still in abeyance and ranges are not completed. The finish of this fur season is slow. Until the demand for cheaper furs, which always comes with the clearance season is past no hurry is evident. Manufacturers are not going ahead with confidence until merchants are likely to be interested. Both style tendencies and prices reported at the last London sales are yet to be confirmed on quantities and in numerous important style features, before the season progresses with any assurance.

The whole problem of fur merchandising has to be considered in buying next season's furs. Novelty

is the important feature and this as usual is only confined by the trade, which each furrier can interest. For the medium trade the trend of style is largely defined by value and the nature of the fur. Value and plain styles, in which the richness of the furs and their treatment is evident, are always the deciding tests. In view of the sale of real furs and the corresponding profits, the furs carried over or jobbed are often the result of carelessness. Poor buying is the main cause. Many merchants, because they put price before anything else, are offering furs, which anybody can see are not stylish or attractive as garments, suitable for girls or women.

The finish or dressiness is lost, although cut and style outline may be correct. Very often buyers overlook the feature, which makes or unmakes the sale of a piece or garment. Their limits of style and price are just sufficient to curtail their departments' success. At lower prices, or at prices often paid for that matter, the character of each fur is lost because of factory appearance or lack of exclusiveness. No buyer can explain this difference to another and to carry the contrast of value is generally impossible. But any buyer should be able to discern finish, as well as the selling advantage of the color or thickness of any pelt.

In selling furs the result of contrasting stock numbers is just as important to the customer as the initial appearance of samples in travelers' ranges is to careful buyers. Without this precaution, many numbers are placed on the merchant's rack or counters, which to many furriers are not furs at all. No doubt a quantity may be sold but in the average the results are not because of enthusiasm, which selling real furs gives.

Each merchant has to differentiate between furs and so-called furs. To decide on the height of novelty and make stock to meet all the contingencies of weather or losses through clearance is a matter of protection. But future profits are the result of carefully sizing up next season's ranges. Securing the best value is choosing the select furs at corresponding prices either in one range or combined. A clean stock in which comparative furs, as well as prices are considered is essential to a greater turnover. The extent to which each buyer is willing to do this depends on his executive. Furs, more than all departments are interesting because of the difference in selling merit, which is seen in two furs under the same stock numbers and price. Each buyer or salesman finds much to learn, as he studies this difference—which in the end means successful sales. Naturally, every merchant wants the best values and selecting them is largely a matter of taking advantage of competitive conditions. A safe way is to judge the stock, placed on order from the customers standard and the relative influence of one number on another. Buying furs is a live proposition for a clever buyer.

Advances are Not Marked

The reports of the London fur sales are to hand this week. Advances on the staple furs are not marked compared with last year's quotations. Mink, ermine, skunk and raccoon are higher, while foxes are the same as last March. Muskrat is important because of the supply. A large sale is expected for this season and the apparent firmness of prices is for select skins. For manufacturing, the prices are practically the same on many of the long hair furs. The report of C. M. Lampson & Co.'s sales on the 17th to the 24th ult. is appended. Prices of furs for the year are based on these quotations:

Muskrat, Western and North-west:

Spring and Winter	5%	higher than	last January.
Fall		same as	" "

Muskrat, other kinds:

Spring & Winter	10%	higher than	" "
Fall	5%	" "	" "
Muskrat, Southern,		same as	" "
Muskrat, Black,	30%	higher than	" "
Beaver	7½%	" "	" "
Wolverine	75%	" "	March
Bear, Black,	50%	" "	" "
Opossum,	50%	" "	" "
Cat, Civet,	30%	" "	" "
Raccoon,	25%	" "	" "
Skunk,	25%	" "	" "
Badger,	25%	" "	" "
Otter,	15%	" "	" "
Ermine,	15%	" "	" "
Mink,	10%	" "	" "
Fox, White,	30%	" "	" "
" Blue,	20%	" "	" "
" Silver,		same as	" "
" Red		" "	" "
" Cross		" "	" "
" Grey,		" "	" "
" Kitt,		" "	" "
Marten,		" "	" "
Sable, Russian,		" "	" "
Fisher,		" "	" "
Wolf,		" "	" "
Cat, Wild,		" "	" "
" House,		" "	" "
Hair Seal, Dry,		" "	" "
Squirrel,		" "	" "
Lynx,	40%	lower than	" "
Chinchilla,		same as	" "
Opossum, Australian,	10%	higher than	" October
Wallaby,	10%	lower than	" "
Salted Fur Seal, Alaska,		same as	December, 1911
" " " N. W. C.		" "	" "
" " " C. Horn		" "	" "
" " " C. of G.H.		" "	" "



Larger Margin Needed on Knit Goods

Knit goods department should be brought to show 50 per cent. on costs throughout all ranges—A fair percentage of overhead expense should be charged on these lines.

FOLLOWING the discussion in the January Special number of Dry Goods Review on profits on underwear and hosiery, a series of questions was asked the influential merchants, who specialize on these lines. The idea of these questions was to get a consensus of opinion rather than for verification of conditions claimed. Many different replies were elicited to questions asked, which gives a stronger indication of opinion than any other comparison.

The questions follow:—

Do underwear and hosiery departments pay a satisfactory profit at present?

What is the limit of costs and corresponding retail prices?

Can these lines be bought to show 50 per cent. on costs, throughout the ranges?

Can you suggest a means of doing this by merchandising?

What percentage of overhead expenses should be charged to these departments?

Can customers be educated to buy at other than standard prices?

If not, why?

What retailing prices are necessary to meet present advances?

These are typical answers:—

1. Yes, one of the best in the house.

2 and 3. We have no difficulty in securing this average advance, throughout the whole range.

4. It all depends on the buying. If lines are bought right, there is no trouble in securing this advance and meeting any healthy competition.

5. We regulate overhead expenses by space occupied.

6. We avoid worrying customers by endeavoring to compare values at irregular prices, seeing that our values are always the best possible.

1. No.

2. 33 1-3 to 50 per cent. advance on cost.

3. In some cases only but these lines should all be produced to stand 50 per cent. and still sell at popular prices.

4. Either by buying a lower line to sell at a price or else by getting more for same line.

5. Pro rata to volume of sales. For instance, the larger the sales of a department the more it can afford to pay.

6 and 7. Yes, this is where salesmanship comes in.

8. To average 50 per cent.

One merchant writes:—

"We sell a well known brand of hosiery and underwear. During the past season we enjoyed a little better profit than in other seasons, owing no doubt to buying at prices that gave us a chance to make more profit. Buying underwear at the outside limit of prices is too close a margin of profit, considering the increased cost of living, merchandise and retailing. We endeavor to buy a line of hosiery and underwear to average 50 per cent. on cost. We find no trouble in selling the line of underwear we carry, costing four dollars and a half a dozen for sixty to sixty-five cents a garment.

"We believe customers can be educated to buy at other than standard prices. First a merchant should select what he thinks is the best line for him. Previously we always sold underwear costing $9 a dozen for a $1 a garment. This Fall we bought a line of natural to sell at $1 and another in white to sell at $1.25 costing $8 and $9 respectively.

"We attribute the sales of our hosiery and underwear to the prominence given to lines in our

store and show windows. We find customers appreciate our forethought in placing these goods where people can select for themselves. This is especially so if the salesladies are busy and some of the male clerks have to look after purchases.

"Our sales are steadily increasing in our hosiery and underwear sections. We attribute this to the complete stock of sizes always carried and the merits of the goods we sell."

The conclusion is that on a satisfactory turnover, underwear and hosiery are two of the best paying departments in the house. The consensus of opinion is that on a departmental basis and with proper expenses, on a straight turnover, these sections are not paying a satisfactory profit at present. But the average merchant does not charge the same per centage of costs against these departments, as against others. Overhead costs are allotted to those sections, which are best able to stand the expense in ratio to the stock and space. This does not eliminate the virtue of higher prices all round.

Success of hosiery and underwear selling is not on a departmental basis, but as an adjunct to the store stocks, as a whole. As in any other section, the percentage of ultimate profit depends on the stock carried and the turnover. Therefore the success of selling these lines is defined by the size of the store and in the advantage of buying connections because of the volume of business. The growth of business and the standard of present day profits, overhead expenses, turnover and the average of sales are not sufficient in most stores to give these sections a departmental status. Each merchant must draw his own conclusions as to the satisfactory result of the business done.

The problem may be solved in different ways according to the standard of the business or the lines handled. A competitive condition exists, which has to be met in the interests of good business. Nine stores out of ten do not have sufficient turnover to reach the necessary standard. If the investment can be reduced and the turnover correspondingly increased, the total profits are all that can be desired.

Orders placed, the profits advanced and the sales based on initial placing do not effect ideal conditions to-day. They do not meet the changing demands of business. Travelers admit that 75 per cent. of placing is received on the first orders. In other words 25 per cent. of the business done is repeats. Stock turns once as the carried over lines eliminate the advantage of repeats. This justifies the claim that with an average of 33 1-3 to 50 per cent. on cost and a fair charge for overhead expenses, the smaller merchant cannot afford to pay as much or give such values.

Changing cost prices, averaging discounts or shortening datings, is a broad question depending on manufacturers costs. The different phases can be argued in the merchants interests, but competition reduces the standard in the end. The jobbers and manufacturers discount might be changed in the attempt to get values at closer quotations. While policy suggests this change as has happened in other departments, values offered to-day cannot be produced to sell at the limit of prices that the proposed changes would permit. The option is, therefore, a new limit of prices with new values to be improved, as the country increases in population. This is as the manufacturer sees it.

Another argument is advanced by the manufacturer that values are right. Canadian currency and standard selling prices do not favor merchants here taking advantage of the many grades offered. Here 30c is a poor price and the selling is confined to fewer prices. In England these lines sell because one grade and one price do not conflict with another and because of the variety of retailing prices possible. Selling at 3 pairs for $1 is not so close. The range of selling price is figured on a large ratio because corresponding grades and lesser prices are submitted. Therefore the ranges sampled by the mills are diversified enough to allow for the standard of profit aimed at.

Continued in next issue.

"Craftana"

THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

READY TO WEAR GARMENTS



The Buyer's Viewpoint

Separate coats meeting with a ready sale. Big line of wearable novelties in coats prepared by the manufacturers. Drapery just to break the line the new idea in dresses. Combination models showing in silks, serges, ratine and fancy cottons. The Balkan blouse the new-comer in suits. Big season in popular priced dresses for children in progress.

Biggest Problem Before Garment Trade

From both manufacturers' and merchants' viewpoint—Style has become of paramount importance—Merchants must keep in close touch with all style developments.

THERE can be no shadow of a question that the Canadian garment industry, as a whole, has entered upon a period in which gradual expansion, has been replaced by rapid development, and so quickly are things moving, that in many quarters the adoption of more elastic and more modern methods and ideas are needed.

The past few years have seen a wonderful degree of development, and in that period the Canadian ready-to-wear industry has progressed from one only capable of supplying staple needs to one where the question of style becomes of paramount importance. This progress has reached such a point that in the larger centres advance fashions are accepted as easily and almost as quickly as in the leading cities of the States, and all throughout the Dominion the question of style is becoming of vast importance. A case in point is the fact that the new Balkan models are being placed on the Canadian market and the New York market simultaneously at the present time.

To such a pitch has this featuring of new styles been brought that a new version of the old dry goods saying of "goods well bought are half sold" is in process of manufacture, for in all quarters of garmentdom you hear repeated "It is the style that sells the garment." Which really is only a half truth for, though the woman buys by style, she looks to the merchant to see to it that she secures the proper grade of materials, tailoring and finish to give reasonable wear.

This keeping close to the style proposition is presenting many difficulties, particularly to the manufacturer who has his business organized to take advantage of a big run on a limited number of garments. We all know that manufacturing profits are largest when made this way, but at present it would seem as though the conditions of the market were against this method of working.

The doing of a novelty business is difficult, nay almost impossible to combine with a big run upon one style in a market that is limited like that of the Dominion. But it is the novelty business that nets profit for the merchant and which the merchant is loudly demanding. "Give me style is the cry! I must have the new styles in a practical form to compete!" This condition is the penalty paid for ousting the dressmaker and for extending the trade by means of better sizing so that the greater proportion of women can now be fitted in the garment department.

The advance in the style question and the greater perfection in fitting has brought the woman who has money and taste as a customer into the ready-to-wear department. Women of this class have ideas and demand individuality and taste, and as they are willing to pay for what they want they are most desirable customers and naturally both manufactur-

"Pullan Garment"

MADE SINCE 1902

The exclusive selling agency of the Pullan Garment granted where we are not already represented

Three Splendid Suit Values

Send for Sample Garments.

You will be immediately convinced of their exceptional value.



We have just added several unusually attractive suits and coats. These novelties reflect the proper style tendencies that are now so popular in New York.

Open Orders Carefully Selected. Write for Your Copy of Our Spring Catalogue.

M. PULLAN & SONS

An Exclusive Cloak, Suit and Skirt House.
Pullan Building, Bay and Wellington Streets, TORONTO.
Montreal Office, Lindsay Building.

er and merchant is striving to frame up conditions to suit them.

Therefore, the big problem in many factories is the keeping in close touch with the big fashion centres so as to watch intelligently and to intelligently anticipate Dame Fashions' next move. Then the problem is to tone down and translate what is extreme into garments that have distinctive style, and which are at the same time practicable and wearable. To do this and to so organize his plant as to make it



Lingerie gown of embroidered crepe, showing how the new drapery effects are managed. Girdle and sash are of velvet, which may be either black or colored.

pay the proper proportion of profit is the present task set before the Canadian garment manufacturer.

To the merchant also the above paragraph applies with full force, for he must know the reasons back of contemplated style changes before he can either buy or sell garments intelligently. And in this connection it would not be amiss to point out to the man who is doing business in the smaller centres that he would often fare better than he does now if he would place more confidence in the judgment of the manufacturer from whom he buys his garments.

The manufacturer maintains, as a rule, a style department. He, or his deputy, makes frequent trips abroad in quest of fashion news first hand. Also he has many sources at his command from which he obtains advance style information. Therefore, he knows conditions and is able to anticipate the changes that are likely to come about. These sources are of necessity closed to the smaller merchant, and moreover, he has not the necessary time to keep posted. This, however, does not apply to his customers, who are one and all students of one or more of the many good fashion journals now published so cheaply and so widely circulated.

To the man who has a ready-to-wear department in a smaller centre and who is wishful to see it grow and develop, the advice is given to place more reliance upon the manufacturer. Remember, neither of you are in business for just one day, and hopes of future business are just as important as the transaction now passing. Therefore, calculate from last year's sales the business you may hope to do in the coming season, and while buying a selection that you are sure will sell devote only half or a quarter of the sum you calculate on spending and allow the manufacturer to fill up the balance as needed. This will mean that you will have later styles on hand suitably developed for the needs of your trade, and you will have less stock to job off at the end of the season, as to make the saleability of the garments you buy a personal matter with the manufacturer.

The Review would like to impress upon all retaliers, both large and small, the immense importance played in developing along modern and advanced lines of constantly visiting the large market centres. There are many big merchants in the older provinces who only come down to Toronto or Montreal twice a year, and who should be down there every month. Such visits pay four-fold. In the months between seasons it is a poor buyer who cannot make his expenses four or five times over on the profit obtained out of clean-up and job lines. When the season is opening and progressing the merchant who is on the spot all the time has the live merchandise that builds profit and reputation at first hand. Moreover, he sees how business is done in the big city stores and such knowledge broadens his views and makes him keen and progressive.

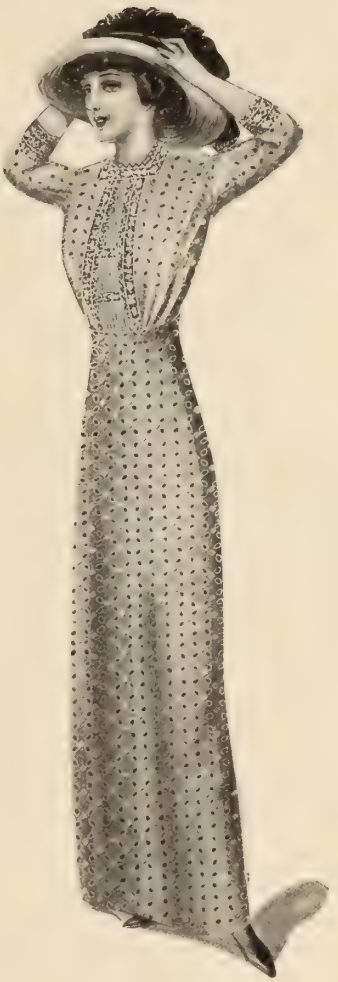
Here we are at the middle of February. Not much time left to clear out what is left of strictly winter lines.

"STAR" BRAND



DRESSES

Clever Productions of Natty 1913 Models



Linking styles that have no superior in the trade, workmanship that is honest and values, the equal of which cannot be found—that's "Star Brand."

Not to one number only does this apply nor yet to one dozen, but to the entire 1913 range of "Star Brand" Dresses.

Our dresses have that winning touch of style which dubs them quick sellers and acts as a trade puller the moment they are seen. Ask to have our traveller call on you. Samples sent on request.

The Star Whitewear Mfg. Co.

BERLIN, -:- -:- -:- ONTARIO

"STAR" BRAND

Latest Ideas in Whitewear

The tendency of the selling as developed in January sales—The adoption of the brassiere brings changes—Sheer materials are now used for lingerie.

January whitewear sales are over and on the whole have been successful; and, particularly during the last week of the sale, large quantities of whitewear have been disposed of. Careful planning ahead is the only means of securing success and where this planning has been done and the goods have been shown in an accessible manner the result has been fully up to anticipations.

January sales are something more than a bargain event. At this period, it becomes easy to ascertain the trend of the novelty idea, and to ascertain by actual sales how and what garments are in demand.

There is no denying the fact that women are wearing less underclothing now than used to be the case, but, as if to make up for any lack in quantity, the standard of quality is much higher. Women no longer wear heavy flannels and over them a chemise, then a corset and corset cover, and two or even more petticoats over flanelette drawers. This plan of dressing is totally out of the scheme of narrow skirts and the lingerie worn is neither so bulky nor so clumsy. On the other hand, the lingerie worn is the sheerest materials and so well cut as to follow closely the lines of the figure. There is more choice too in the matter of trimming and fancy cotton laces and fine Cluny and Torchon are rivaling the once universal Valenciennes. Embroideries are freely used and will always be so for nothing equals embroidery trimmings for washing and wearing. Therefore, embroidery will always be used extensively, particularly in the production of the cheaper lines, but the embroideries most wanted will be in novelty patterns and in fine dainty designs.

The introduction of the brassiere is influencing whitewear selling. In the effort to reduce the number of undergarments, women are using the brassiere as a corset cover and are wearing drawers and skirt or they are wearing the new pantaloon combinations under the corsets and either a skirt or silk bloomers as well. This means that both drawers and skirts are selling in larger quantities than for some time back. But in case of both garments a more exacting fit is demanded.

The drawers are of narrow width and so cut that there are no gathers or band but are simply bound back and made so that the top slips a little lower than the waist line. Where the manufacturer makes brassieres, he is putting on the market drawers and brassieres made to match that is both are trimmed in the same manner and with the same embroideries and laces.

Skirts are gored to fit and the draw string is eliminated as far as possible. The flounce part is put on just below the knee with an insertion or beading and is perfectly plain and slashed up each side. These sections are trimmed with insertion and edging and motifs of lace or embroidery are set in as extra adornment. Sometimes the slashes are tied together with ribbons and there is no underlay. In models not so extreme, a pleated panel of embroidery or material lace trimmed fills up the interval and allows for more freedom. Many skirts have an 18 inch embroidery flounce pleated so as to hang in straighter line, but in all cases the effort is to preserve the straight line and all brimmings are applied accordingly.



Girl's Norfolk Middy dress. The pleated skirt is of black and white shepherd's check, and the belt, cuffs and turnover collar are of the same used on the bias. The blouse is of scarlet flannel laced up with a black silk lace. Shown by Home & Watts, Ltd.

The pantaloon combination is lightly fitted to the figure in the side front and back seams so as to take

Have You Seen Princess Spring Suits and Coats ?

Princess
EXCLUSIVENESS OF ATTIRE

THE "Princess" range of Suits and Coats for Spring, 1913 are distinctly classy in appearance, correct in cut and of unusual value.

They possess a wealth of style, yet are not loud. They are neat, well-made, garments that attract only to bring about a sale—unlike the freakish garments common to second grade clothing, that disgust the refined taste.

If our representative fails to call on you or if you are booked for the last of his trip, we will be pleased to give you our immediate attention if you drop us a card. Be sure to see the "Princess" range this season. It will please you.



The Princess Manufacturing Co. Limited

TORONTO ONTARIO



The open-fronted semi-tailored models are the big sellers in waists and this applies as well to the popular voile and crepe waists as to the tailored waists made of crepe de chine, Japanese silk, brocade and soft satin. The new feature comes in the collar. Instead of the button through soft collar which up to date has been the usual finish for this class of waist collars are now made softly rolling and with wide points reaching over to the shoulder. In voile white is the seller in other fabrics both color and white is taken.

The predictions made previously as to the big sale of voile waists is being amply fulfilled. The big sale as before said is on the styles that open in front. Many models are handsomely embroidered and the turnover collar is either scalloped or button-holed. Voile lingeries are also good and good business generally is being done in lingerie waists.

Chiffon waists lead in fancy models, the chiffon being chosen to tone in with the material of the suit or skirt with which it is worn. Shadow and heavier laces are used for trimming and many models have the vest or guimpe of all-over lace with high collar attached. The touch of color comes in the collar which is generally of some bright hued silk. Great use is made of rhinestone studs and fancy buttons for trimming purposes.

Imported models show the use of printed chiffons and crepe de chine, in Oriental and Jouy patterns.

Preparation for Coat Season

Models varied and attractive both in popular priced and in high priced lines—Cutaway effect emphasized in many models—Big range of blazers shown.

Manufacturers are busy with later models in coats for the Spring and Summer season and when buyers come down for the openings there will be a wealth and diversity of attractive styles to choose from. Materials are as varied as styles but all are in unison in predicting a good coat season.

Some of the best liked and most striking models are in striped Bedford cords in black and white. These are made up in such a manner that the stripes are decorative. Many of the newer models have shaped bands or straight flounce pieces outlining and emphasizing the cut-away effect. Late models show the material filled into this band giving the new figure line which is full above the knee and tight below.

A model of this class shown was of white Bedford cord with collar and cuff of black satin and the buttons were of jet. Handsome cotele silk coats have the collar and facings of lace overlaying bright colored satin. Coque de roche and cerise are two colors used for this purpose.

Delightful little coats are developed in soft finished Bedford cord, ratine or serge in navy tan or white. These coats hug the figure from the knee down but above are straight and loose and the sleeve is cut in one with the back of the coat. The coat is lined with bright hued silk or a fancy tartan plaid and the fronts are turned back under a set on color making soft pleated revers. Similar models are developed in shepherd's checks in black and white, blue and white, and tan and white.



Real Filet lace tunic, Russian blouse style.

A big range of blazers and Norfolk blazers is being shown in Lhama cloths, ratines and other mixed wool and cotton fabrics. These come in stripes, Mackinaw checks and in plain blues, scarlets and white with collar cuffs and belt in contrasting color. Scarlet will have collar cuffs and wide belt of hunter's green, National will have facings of white, and

(Continued on page 27)

COATS W-W SUITS

The Guiding Sign to a Successful 1913 Suit and Coat business

THE WILSON-WALDMAN SPRING RANGE

When you come to the cross-roads of indecision and you cannot afford to experiment with uncertain brands of ready-to-wear, you are always sure of gaining success if you take the W-W line.

It will prove to be a sure road to a successful and profitable suit and coat business.

Don't wait for it to come to you, but send today for samples and learn the advantage of carrying a line that is built on **real value,** style, quality, price and service. Look it over when in the city.



758 - - - $15.00

Made in fine quality Whipcord or Bedford Cord, in leading shades.

The

Wilson-Waldman Costume Co.

58 FRONT STREET WEST, TORONTO



Coat of novelty cloth in semi-mannish effect cut to give long waisted effect. Note the new shaped panel used to give the close fit appearance around the feet. Shown by M. Pullan & Sons.



New spring model, semi-mannish effect, cut in two sections and joined to give the new elongated waistline. The cloth is a cut cord in putty shade, with under stripe of reseda, and the collar and cuffs are edged with Oriental silk in red and green. Shown by Princess Mfg. Co.

¶Our new designer is producing the finest range of children's, girls,' juniors' and misses' dresses ever shown to the trade. Snappy in style, perfect in fit and serviceable to the wearer, made under the best sanitary working conditions, by the best help obtainable. They are in ages 6 months to 18 years and prices from $4.50 to $90.00 per dozen and a vast assortment of materials.

¶Just tell us you are interested and we will do the rest.

Home & Watts, Limited

19 Duncan Street TORONTO

FASHION THE FAIRSEX GARMENTS MERIT

FAIRSEX

FASHION THE FAIRSEX GARMENTS MERIT

Have you seen our Fall range?

which we are now showing throughout the Dominion.

If not, do not fail to see them before placing your order.

If you have already handled Fairsex garments you know their merits, if not ask your friends how many of Fairsex garments they have handled last season and if any are left on their racks.

We have been specializing this line for a quarter of a century, and it stands to reason that Fairsex garments excel all other lines.

HUTNER CLOAK CO.

Specialists in Infants', Misses' and Children's Coats

52-56 SPADINA AVE. TORONTO

Balkan Effects the Leading Feature

Manufacturers surprised at the size of the demand for Balkan blouse models—New skirts more or less draped, very narrow and discreetly slashed—The untailored effect good in the new styles—Big business expected on three-quarter and shorter coats—Models include sports coats, Johnny coats and draped and banded-in model—Big range of novelty fabrics in silk, wool and cotton displayed.

New York Feb. 17.

SINCE Balkan and Eastern European fashions jumped into prominence a few weeks ago, style tendencies for Spring are crystalizing rapidly, and it must be confessed that the outlook points toward a season that is extreme in cut color, and trimmings. The Balkan-Turkish controversy is opening out a wealth of new style inspirations, and Paris has drawn from this source the idea for a new silhouette. And as this new figure line is in conformation with the untrammeled, uncorseted figure it is meeting with a ready acceptance. The new figure line combines the low, belted waist-line of the Montenegrin with the tunic of the modern Greek, and with the complex drapery of the Turk. The color is not too bizarre and inclines to daring and varied hued combinations.

Manufacturers of womens' garments, noting the new tendency, put out a few numbers in the Balkan blouse style designed to serve the needs of the misses and small womens' trade. They were astonished at the immediate response made in the matter of sales, and also at the demand from buyers for larger sizes. Instantly designers were set to work to produce the necessary modifications to fit the style to the needs of the more mature figure, and the result is seen in the many smart models now showing. These models are all at one on the one point, viz., that the blouse section shows no curve whatever, but hangs perfectly straight from the arms to the waistline. So indispensable is this absence of curve that when the material needs it, weights are used to produce this effect. Another feature of this new style is the girdle or straight narrow peplum stretched tightly around the hips.

Blouse coats of all kinds are looming large from the modified blouse with slight fulness drawn into a belt and finished with a straight peplum to the extreme Russian model with the long full-gathered skirt. Many of these blouse models show the "untailored effect" strongly and the high class models all show an absence of stiffness that suggests the term untailored. Models of this class are produced in silk fabrics, soft woollens and in the new crepes, cotton velvets and ratines.

In popular priced suits, cut-away models with vestee effects and with collar and cuffs made of printed silk or ratine in the new Oriental and Bulgarian patterns are good. But even here the vogue of the blouse is coming on strongly, and the combination of the blouse with the cut-away peplum is increasing in favor. Odd cutting of the seams with the upper part of the coat shirred into the lower is much featured.

Another new coat model is the Chinese coat which is shaped much like the fox-coat. Some coats show vestee effects, and revers like those on a man's tuxedo.

Skirts are decidedly narrow, many models measuring under 1½ yds. Plain skirts have as a rule some hint of drapery and when models are elaborate they are both draped and slashed. The newest skirt is draped in front. The skirt opens at the bottom just enough to show the ankle and the fastening is hidden among the folds at the front. Other models are slashed at one or both sides, but the slashes are discreet and not over-done. This fashion in slashing opens the way for big business in the hosiery and shoe section as the stocking must be sheer and for dressy wear either tone in with or match the color of the gown.

Evidently manufacturers believe that present styles favor the sale of separate coats and no end of models are being shown from the simple blazer to ¾ and ⅞ garments of moire, faille, bengaline and satin in plain printed and brocaded effects. Many of these coats are lined with high colors or with Oriental and Bulgarian effects and the same silks are featured for trimming collars and cuffs and coat makers have been quick to take up the new elongated waistline models, and coats cut with a belt placed several inches lower than the waist, or having a deep tuck across or with the garment divided into two sections and joined so as to give the low waistline effect and also drawn into a bias band, have made their appearance and been favorably received.

The Oriental note is strong in the new dress lines, and rich color effects, beautiful fabrics and much drapery are the new features. Russian and Bulgarian styles are being well exploited and many dresses have either the blouse effect or the Bulgarian long waistline.

Draped skirts are noted on all handsome afternoon and evening costumes, particularly the low effects caught up in front. All drapery, however, is arranged so as to give the narrow effect around the feet.

Patrician Garments

You will be pleased with "Patrician" Styles

Following closely the trend of Paris fashions and their adaptions to styles suitable to the American and Canadian trade, we have compiled the new range of Suits and Coats for Spring, 1913, that bids well for first place in the Easter trade. The Spring, 1913, styles will please you, but they will not overshadow the values that are always a pronounced feature of Patrician garments. The line is bigger and better than ever.

We extend a hearty invitation to you to call on us when in the city to look through our range.

Open orders very carefully selected, and always satisfy our patrons.



Trade Patrician GARMENTS Mark

The Patrician Cloak & Suit Co.

Samuels Building, King and Spadina,
TORONTO

Trade Patrician GARMENTS Mark

For materials as well as the way in which they are to be made up novelty rules and few previous seasons have produced such a wealth of novelty fabrics. First place must be given to the printed silks and silk and cotton fabrics printed in Bulgarian, Servian and Turkish patterns and colors. Though gay the colors used are really subdued, being the softened tones employed in Oriental carpets and rugs. The craze for these trimmings has developed very rapidly and the sale is so great that manufacturers are having difficulty in keeping up the supply and Persian effects and floral printings in soft dull shades are being taken as substitutes where the more fashionable Balkan patterns cannot be obtained.

All the new textiles are soft and souple. In woollen fabrics the new materials are either of a spongy nature or display a crepe surface interwoven with threads forming a brocaded design. Matelasses, serge diagonals and serge damasse, will all be used. Also there are shown plain and moire wool poplins and bordered goods of serge and plaid poplin. Etamine is to be used and wool corduroy velvet is a feature. A distinctly new idea is a pattern of rough loops of thick wool woven on a sheer ground. Some of these designs are in Bulgarian colors and patterns, while others reproduce in tapestry tones fruits, trees, roses and Nuremburg carved wood toy figures.

Crepes lead in the silk section, and much interest is centered in the Bulgarian designs in printed crepes. Plain and brocaded crepes are in big demand, and moire poplins are new. Duvetyn is a new soft velvety fabric that is sure to be a success, and greneta is a new Oriental silk printed in floral designs.

Cotton novelties and silk and cotton novelties are more attractive than ever and will be strong rivals this season to the more important textiles. Among high class silk and cotton novelties are suede de chamois and novelty eponges in many weaves and colorings. A novelty is eponge matelasse. This fabric will be extensively used for the coat, while the skirt will be of plain or striped eponge. Cotton velour is used to border eponges, and there are many striped novelties in Bedford cords.

It should be noted that there is a decided color revival and that the tendency is towards vivid colors. Rose is a leading shade in a rich garnet of wonderful tones from beauty shades down to all true rose, shrimp and yellowish pinks. Tomato reds, strawberry shades and fuchsia shades are all displayed. Greens are coming strongly to the front

THE OCEAN BATHING SUIT CO.

29-35 WEST HOUSTON STREET

NEW YORK

Manufacturers of

Ladies', Misses', Men's and Boys'

BATHING SUITS

AND SUPPLIES

and all shades are showing from rich emerald and Turkish greens to the indefinite "slush" shades. Sulphur, champagne and twine tones are strong and



Balkan blouse model. The material is navy blue Bedford cord, and the collar of cerise satin, shows the vestee and collar cut in one and rolled over. The band edging the opening is of black satin. The skirt is very narrow, and is slashed up the side, and so cut as to reveal the ankle. There is a stitched yoke to the skirt, giving a vest effect under the cut-away peplin. The drawing hardly gives the extreme straight lines of the blouse part of the coat. Shown by Hart Manufacturing Co.

in fact all the blues, reds, yellows, and greens are listed as leading colors.

1913 NOVELTY DRESSES

With a staff of designers and operators second to none in the trade and our entire force lined up behind the exclusive production of dresses for women, misses and girls, why should we not offer values that are beyond competition?

And when our whole organization of style hunters is devoted to securing the last word in styles for our line, can you think of any plausible reason why our values are not backed up by exclusive trade pulling style? Think this over and send for samples.

The
Ladies' Novelty Mfg. Co.
Limited

126 Wellington Street W. TORONTO

W. E. Robinson, Pres. H. D. Somerville, Man., Dir.

Dainty Costumes Described



Left.—Frock of Chinese blue serge in blouse and peplum effect, and giving the long waist-line. The skirt has two pleats on each side of the front, and the collar and cuffs are of white cloth.

Centre figure.—Draped coat of softest cotele, satin lined with cerise and with turnover collar and cuffs of the same.

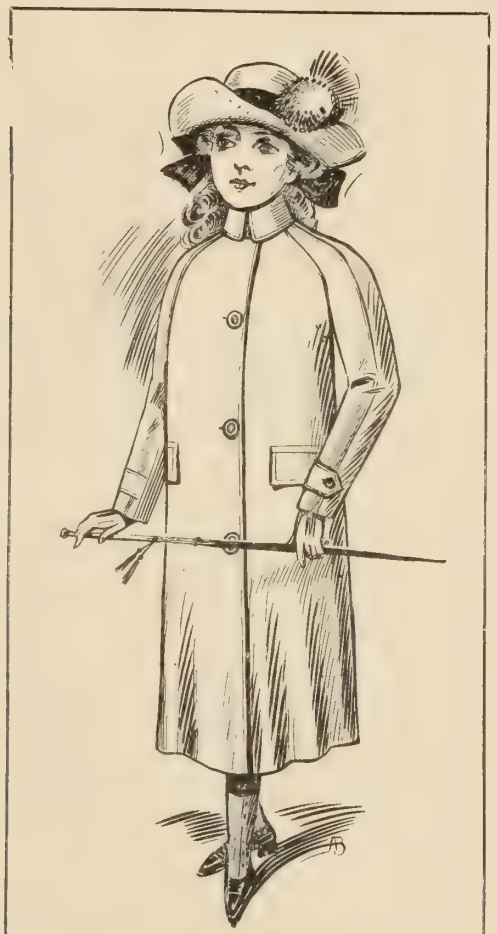
Right figure.—Suit of dull pink ramie linen with Balkan blouse coat fulled into a deep band of embroidery worked in heavy dots in white. The collar is Medici in shape and the coat has a military fastening of cords and covered buttons. The long tunic end in front under the centre panel of the skirt.

Preparation for Coat Season

(Continued from page 18)

a Mackinaw check in yellow and tan shades will be trimmed with reseda green.

Top coats in plain-tailored and semi-tailored effects showing the seam across the waistline paneled at the back and built upon more or less mannish lines are very popular. These coats are shown in Bedfords, serges, mixtures, ratines, cut cords, and a variety of novelty cloths. Revers, facing and cuff trimmings are as varied as the cloths and moire. Satin, faille fancy cord silks, and Persian and floral printed silks are all used.



Child's raincoat in mannish style, with Raglan shoulders. Shown by the National Rubber Co., Montreal.

New York Showing Draped Skirts

New York, Feb. 17.

Designers who have visited New York during the past week or so are commenting upon the number of draped skirts offered in plain or brocaded satin, crepe de chine, crepe meteor, moire, ratines and in novelty cotton goods. While there are extreme styles not suitable for any out of the way high class trade models that show the lengthened gore gathered or pleated up into the front and back panel are decidedly practical. Canadian business has been strictly confined to plain tailored models, many of which show pleats introduced at the sides of the front and back panels. The materials selling are serges, Bedford cords, poplins, checks and mixtures.

A large business is being done on wash skirts and cords, poplins, piques and ratines are the selling weave. Styles follow the lines laid down for skirts developed in woollen fabrics.

Children's Dresses Sell Well

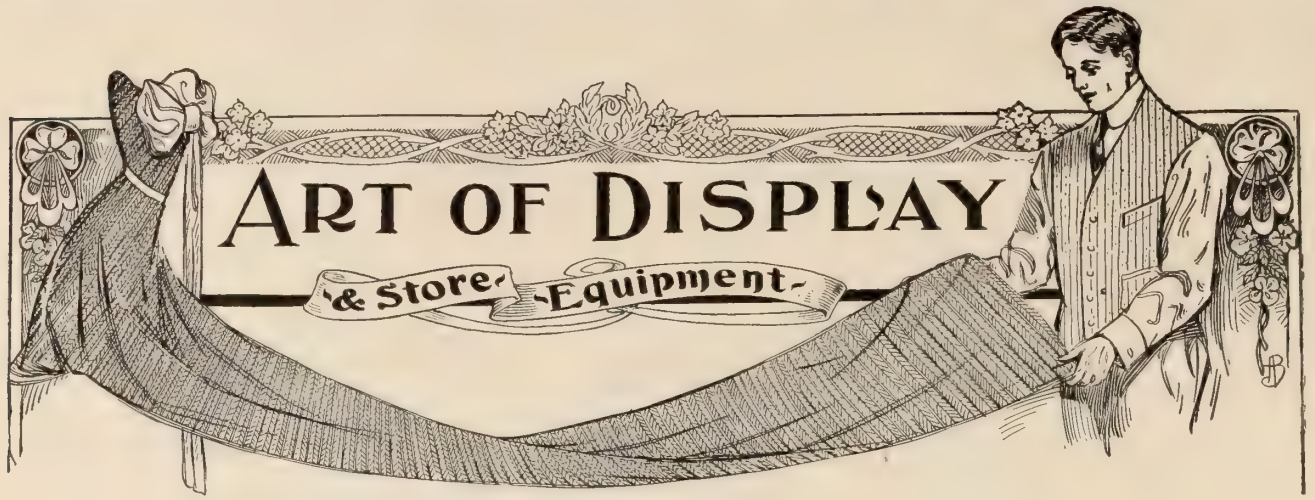
Popular priced lines in big demand—Childrens' raincoats are a good selling line.

Manufacturers of popular priced lines in children's wash dresses are exceedingly busy, for the demand for smart and sensible styles to sell from 75c up to $2.50 is larger than ever. Two-piece middy dresses are big sellers, but for general wear the long waist attached to a pleated skirt is most in evidence. Ginghams, chambrays and cotton suitings in plain colors are used in the development of this class of dress. Checks and stripes are trimmed with plain cloth, in self or contrasting colors, and contrast is sought in trimming the solid colored suitings. Trimmings are simple, and, as a rule, a stitched down yoke or collar effect finishes the neck.

The combination of two materials—one plain and the other striped or checked—is the feature in better-priced lines. For instance, the Norfolk will be of plain material with the skirt of the checked or striped fabric, and the cuffs, collar and belt will match the skirt.

White Norfolk blouses are shown, with skirts and trimmings of cadet, navy and red, and a good combination is provided when tan is used for the blouse and golden brown for the skirt and trimmings. Straight line Russian blouse dresses, in plain fabrics, trimmed with contrasting color, are taking well in better-priced lines.

A comparatively new line, and one that should appeal because of its practicality, is the making of raincoats in children's sizes. The early models were on the cape order, and capes are still included in the line, but now that manufacturers are finding children's raincoats a profitable development smart little coats, containing practically the same style features as developed in those designed for mothers' wear, are showing. Children's raincoats, in cashmeres, poplins and other proofed cloths, in all shades from fawn to greenish tan, in strictly tailored effects and showing the Johnny collar and the Raglan shoulder, are included in the new line.



Background Suggestions for Windows

The advantages of permanent backgrounds—Mirrors can be used with good effect—Curtains make attractive backgrounds for all varieties of displays—Suitable dimensions for windows.

Editor of Dry Goods Review:

What would you suggest for a background and ceiling for a dry goods clothing window? The back and ceiling are painted white. The window is about 24 feet long and 5 feet deep; height at back 5 feet; height of glass in front 6½ feet. We would like something that would not have to be changed often.

MOST merchants prefer a permanent back with character, which improves the store and adds dignity to the establishment. Such a background is not to be hidden, and reduces the necessity for built-in settings except for special events. The investment pays for itself in extra sales and the savings of semi-permanent expenditure.

Usually display managers prefer to have the background to the ceiling without a slant top. Mirrors in oak or mahogany are an ideal background, where expense is not a barrier. Mirrors reflect light and the windows are always bright. One objection is claimed in that they reflect things better unseen and as well duplicate the merchandise. But they are unsurpassed for a background when used with panel plates of plain or patterned glass to the top.

Mahogany or oak panelling 6 to 6½ feet high with clear or patterned glass to the ceiling give satisfaction as a rich setting and do not interfere with interior lighting. Natural oak grained paneling and glass is a good combination, as there is nothing to detract from the goods on view. These light backgrounds overcome the shadows of buildings opposite. This is necessary to show darker goods, which would be lost to view in the rear on account of the reflection.

In more permanent work, manufacturers carry out panel veneer to represent any known woods or finish. These panels are applied to the background or a light frame and front and back is finished in the same way. Some of these designs are equal in appearance and finish to real wood. Any design in paneling or any surface is covered. Matched designs represent any period of architecture, which is desired, and the introduction of pilasters and moulding is a simple matter.

This finish is obtained by means of a thin veneer applied under great pressure. Men's wear stores and several up-to-date dry goods houses have adopted this style of window background.

Another style of background is made of plain beaver board, paneled in equal widths about 3 feet and strapped with 3 inch straps. This can be finished in any color desired in any of the natural wood stains, such as chrome and mahogany. Mission and brown or oak and tan, while and gold, or pastel shades or combined colors, make a good setting if the relieving color adds sufficient warmth.

Wall paper and scenic panels are treated in the same manner. The numerous panels which can be worked out is limited only by the variety of wall paper showings and the window trimmer's ingenuity.

If possible, a window should be at least 6 feet or 8 feet deep. The elevation of the store decides the height of the background proper. Between 6 and 6½ feet is a good height, provided the floor of a window is not more than a foot above the sidewalk. The perspective of the customer should embrace the tops of drapes or heads of figures on a line with the top of the paneling. This is important, where minors are used.

Colored glass is always avoided because of the light reflected on goods, which are easily marred by

Every Window Trimmer Needs Our New Circulars

4456 Square Inches—250 Illustrations

THESE new Spring circulars are the most important that have ever been issued for the window dresser. Every trimmer should look carefully over these circulars before designing his Spring displays. They contain a great many entirely new ideas as to Spring displays. If you have not received these circulars, send for them at once. Here are some of the new ideas they contain:

Floral Units When Schack's Floral Units were introduced last year, they immediately created a sensation. They have been used all over the country by leading stores and proved the most popular innovation that has ever been introduced in window decoration. Our new circulars show about forty of these Floral Units, most of which were designed for the coming season and never have been shown before.

Special Shades Nearly 100 different designs in Special Paper Shades are shown in the new circulars. These shades are of every size, shape, description and price. You will need some of these shades for your Easter displays. They cost little and make a fine showing.

New Spring Flowers This Spring we have the finest line of flowers, foliage and plants we have ever offered. Many new and striking designs have been added to our already large stock. No matter what you want for your Spring windows we can supply you, and you will find our prices are always extremely reasonable.

Rock Crystal Rock Crystal is a new Schack product. It produces a more artistic and satisfactory appearance as a finish for masonry and other architectural effects than any material that has been used for this purpose before. Inexpensive and easy to handle. Our new circular shows many ways in which the Rock Crystal can be used.

Papier Mache In the new circulars are illustrated a number of new Papier Mache specialties for Spring. These have been designed especially to be used in combination with our special stands and flowers. They will make strong decorative features for windows or interior.

Lattice Strips In our new circulars we list Lattice Strips. These are prepared especially for the use of window dressers and can be used in many ways to secure decorative effects. The circulars also show how these strips may be used to make a great variety of ornamental stands.

Birch Bark We have a fine line of the best selected Birch Bark fresh from the northern woods. Our new circular contains many ideas for using Birch Bark in making handsome combinations with flowers, etc. This is only one of the hundreds of specialties we are offering for Spring.

Let Us Send You Samples We will be glad to send you a free sample of any of our flowers or leaves so you can compare them in price, quality and appearance with those of any other dealer. If you will give us a chance, we will convince you that our goods are the best to use and the cheapest.

Let Us Help You Send us the dimensions of your windows and a rough sketch of the kind of decorations you have in view, and we will promptly send you an estimate of the cost of decorating, or, just give us an idea of what you want and our Special Decorator will get you up a design without charge and submit an estimate. We are always glad to advise and help decorators, and make no charge for this service.

Send for our new illustrated Eastern Circular D. & W. You will find it a great help in designing your Spring displays.

The Schack Artificial Flower Co. 1739-41 Milwaukee Ave. CHICAGO



Trims that sell the goods displayed: 1, Suits, blouses and petticoats. 2 , Gloves, neckwear and umbrellas. Background velour and pillars banked with wistaria, T. H. Smith Co., New Westminster, B.C.; dressed by W. J. Plows. 3, Ready-to-wear, showing evening gowns and accessories, fancy scarfs, blouses, underskirts, and millinery. Background tan felt, wall paper panels, with gold frames. Floor white felt. For F. C. Preston & Co., Haileybury, by J. C. Church.

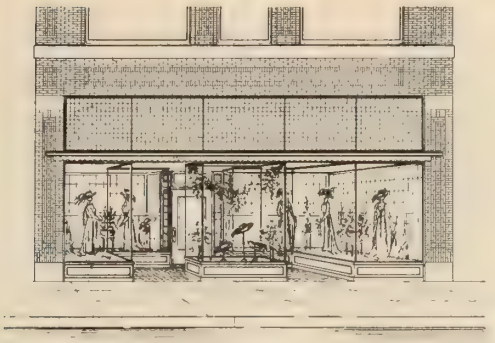
this means. Designs in paneled glass to the top are simple and monograms or conventional designs are best.

The entrance to a background is either a sliding doorway or a door on hinges. Full height of the paneling and from 3 to 6 feet wide, according to the plan is usually best. Sufficient space is allowed for figures and display properties or large merchandise to pass. Trimmers disagree on the method of attaching these doors. Some prefer hinges, because the paneling in the back is not broken. This plan also has disadvantages, as the door swinging open when the window is being dressed interferes with aisle and table space in the rear of the background. For this reason, unless the door opens against shelving, the other plan is better. To complete trim is less trouble with a sliding door or a panel that lifts out because it is part of the background. The door can be closed to within a few inches when stock displays are being built up. These are all problems solved to personal satisfaction by each trimmer.

One of the richest and most satisfactory background for all kinds of goods is a curtain hung on a one-inch brass rod and rings. Velour, tapestry, broche, Arab nets, sateen or any plain ground material, with or without self design makes a setting, which conforms with any display. This curtain is made with 1½ or 2-inch shirred heading and drawn by a tape to the necessary fullness and length of the window. The only proviso is that sufficient pins are used to hold the curtain taut with the pole, which must not sag.

Usually the ceiling is white or natural varnish finish. For the floors a hard wood polished veneer or hard wood stir and wax is applied. Linoleums in plain shades with a conventional border or plain carpets in Wilton, Axminster, or Brussels are used. Felt or denim in plain shades are easiest cleaned and kept so their cost also allows for an occasional change to white. Tan or plain green in soft shades, nearest to nature are least conspicuous and serviceable. A small floral or conventional design in lighter green or black is permissible.

Lighting fixtures, lambrequins, and many of the fixtures, pedestals, and dividers are a necessary



Store Fronts That Pull Business For You

That's what we make—that's our business—that's what we originated, and that's what we can install in your store, no matter where you're located.

In our factory, 78 Duchess St., we make KAWNEER STORE FRONTS—the Fronts that have been the actual cause of re-establishing thousands of merchants. A KAWNEER STORE FRONT puts new life into retail stores—stirs up business that now you barely touch. Every dollar you send for a new KAWNEER FRONT will bring back more than any other element you can place in your business. This is not a nice theory worked out on paper—it's a fact based on the experience of merchants all over the country. And it's true in both big and little towns—big and little stores.

6,500 Kawneer Fronts in 1912

More than 6,500 retail stores were put on new foundations in 1912 by KAWNEER. "Skeletonize" your business—look at it from the position of an outsider. Go out and size up your store front. Would it make **you** buy from your store if you were a shopper? Consider the condition of your business—give it good, sane thought—then write us.

Our Booklet, "Boosting Business No. 21."

To show you in a plain, concise way just what KAWNEER is—what it has done for merchants and what it will do for you, we've printed "Boosting Business No. 21" for you. It shows many photographs of history-making store fronts—Fronts that are **working**—Fronts that are making money for the merchants behind.

Just send in this coupon. Your copy will be sent by return mail and it won't obligate you in the least. We want to show you what we've done to develop store **fronts.**

Kawneer
STORE FRONTS

Kawneer Manufacturing Company

Francis J. Plym, President

78 Duchess Street

TORONTO - - ONTARIO

COUPON

Kawneer Manufacturing Co.,
78 Duchess Street, Toronto, Canada.

Kindly send "Boosting Business No. 21" without obligation to me.

Name .....

Street .....

City or Town .....



Smart grouping of dress goods, silks and millinery—exclusive drapes on half-shell and slant-top bolt forms. An effective table unit is shown in the centre—a display in which the materials are prominent—suitable for March showings. Courtesy of The Robt. Simpson Co., Ltd., Toronto, by E. P. Burns.

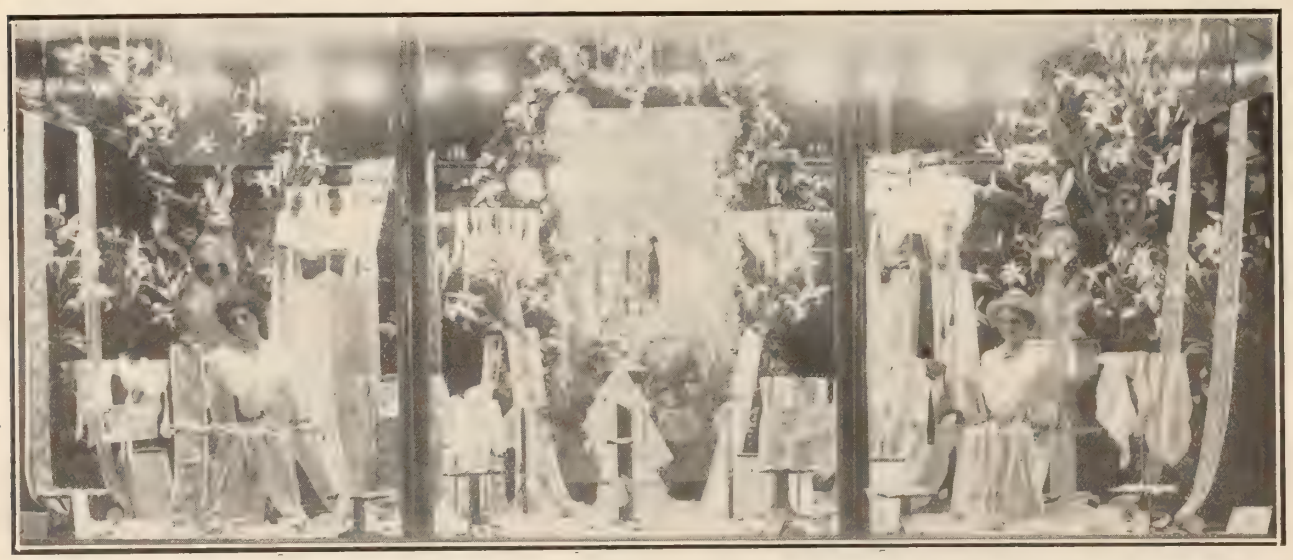
complement. Study of surrounding conditions is essential before the most satisfactory results are obtained.

Display managers usually carry the same idea across the front in special settings. The kind of background depends on the goods to be displayed and the amount of appropriation. In most cases window trimmers combine their originality with numerous suggestions seen in other windows. The number of possible settings depends on the window decorator's own ability. For variety he has all the way from floral and lattice settings to massive designs in imitation stone. Any of the designs can be made of veneer or similar materials in massive or unit effects. The former are preferred at the time. Any suggestion to be offered is guided by the season of the year and goods to be placed on view.

London, Ont.—Gray's dry goods are holding a removal sale. Stock is being cleared out preparatory to occupying the new five-storey building of the company.

Quebec, Que.—G. A. Vandry, president and general manager of Paquet Co., has resigned.

Otttawa, Ont. — K. B. McDonald succeeds the McDonald Clothing Co., and will continue the business under the old firm name.



Easter window display with scenic background, showing neckwear, novelties, ribbons and smart accessories. The panel is 5x8 feet, and finished with a green silk plush frame. Easter lilies and sweet peas are used. Cost $13. For R. McKay & Co., Hamilton, by H. Robinson.



Have You Received Our Handsome New Catalogue?

One hundred and thirty pages with over four hundred elegant illustrations, showing the latest designs in fixtures, wax figures, drapery forms (draped and undraped, and in actual use in windows of leading Canadian stores).

We have tried to send a catalogue to every merchant and window trimmer in the country, but if you have not received yours, write to-day and we will forward it at once. There are ideas for all in this new catalogue, suggestions galore. Write now.

MANUFACTURED BY

DALE AND PEARSALL

Manufacturers of High Class Fixtures, Etc.
106 FRONT STREET EAST - - TORONTO

ADS AND SALES

By HERBERT N. CASSON

A Study of Advertising and Selling from the Standpoint of the New Principles of Scientific Management

Something in it for Every Advertiser, Advertising Manager, Corporation, Salesman, Sales Manager, American Business Man.

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TECHNICAL BOOK DEPARTMENT

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143-149 University Avenue, Toronto

TRADE WINNERS

The Colonial Pedestal and Millinery Hat Stands.

Millinery Hat Stands
24 in. to 60 in. High
$36.00 per dozen.
F.O.B. Balto.

Pedestal
24 in. high with a 9 in. top.
$36.00 per dozen.
F.O.B. Balto.



No. 100 No. 101

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No. 200 Cast Face in Base.
No. 400 Floral Design in Base. Detachable Bases.

The Bases of Pedestals to match Hat Stands also detachable.

All stands are finished in the highest quality Gold Bronze. They are genuine business getters, enabling you to make a rich display and give your stock the appearance of the highest valuation, always the desirable thing to do.

High Art Fixture Co.
222 N. Gay Street, - - Baltimore, Md.
Our Specialty: Millinery Hat Stands.



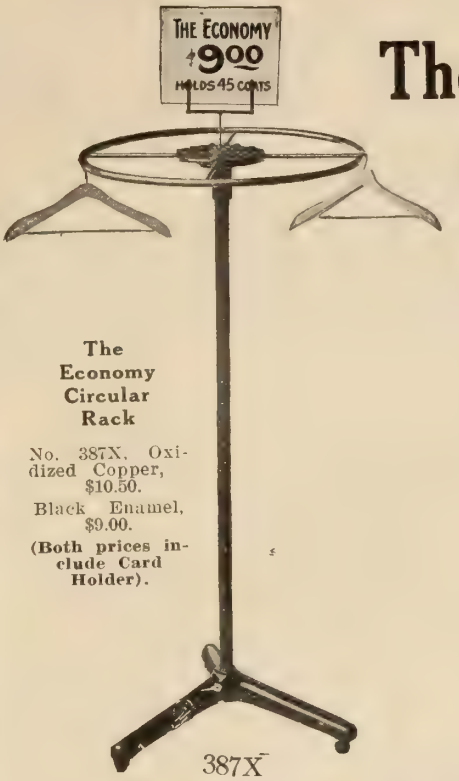
McKinnon's Limited, Weyburn, Opening Display

THREE representative windows arranged for the inaugural of McKinnon's new store, Weyburn, Sask., are shown. The display comprised ten large groupings in which good taste and artistic arrangement are seen. These windows show ready-to-wear and exclusive drapes of stylish silks and dress materials, before an original setting and high polished background.

Each drape is a masterpiece and the posing of figures, class of goods on view, blending of color and the attention to detail is unusual. The background is a massive scenic design with autumn foliage in rich shades to match. This framework stands on a 6-inch platform, which extends about three feet. In making this setting the design was first covered with white cotton and then glue-sized. This was tinted with Alabastine, soft tan or buff at the bottom to light yellow at the top. Between the pillars and surmounted with panels are scenic screens made from wall tapestries, in which the tones match the general color scheme. Each smaller upright was capped with a gold chopping bowl, brass or fancy jardiniere. The floor is covered with white felt.

The facilities of lighting, furnishings, permanent background design and groupings are modern. Everything is high class in keeping with the splendid new building, which is now the home of McKinnon's, Ltd.

Arranged by F. L. Kickley. These displays were done in record time. Two weeks before the opening of the window, floors had not been laid. The result in the windows reflects the success which attended this opening event in all departments of this beautiful store.



The Economy Circular Rack

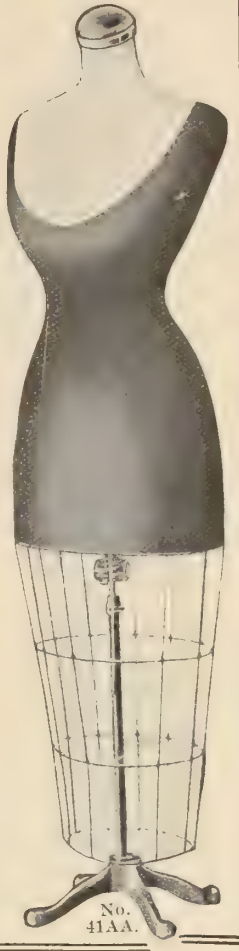
No. 387X, Oxidized Copper, $10.50.
Black Enamel, $9.00.
(Both prices include Card Holder).

387X

The Care and Display of Ready-to-Wears

are most important in conducting a ready-to-wear department. Suits, coats and dresses must be properly arranged in stock to facilitate quick service and to keep them in the best possible condition. The circular rack here shown revolves readily and enables the merchant to keep a stock of 45 garments always ready to be shown easily. For displaying these goods either in the window or department this No. 41AA **Tilting Form** is unequalled—conforming to the latest dictates of fashion—**can be tilted to any angle.**

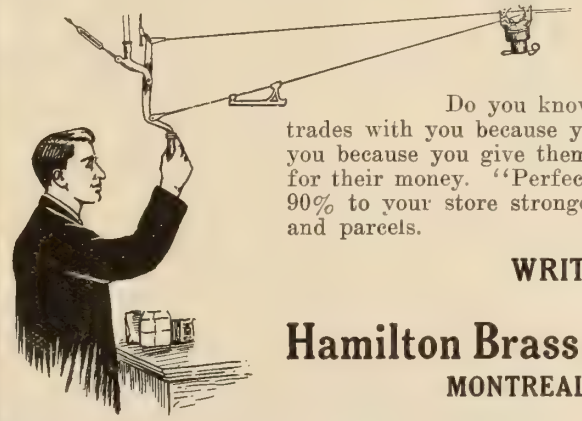
No. 41 AA, as cut $7.50
Same as No. 41 AA, without flesh colored bust... $6.75
Same as No. 41 AA, without tilting device $5.75
Sizes 32 to 40.



Large Variety Millinery Stands

A. S. RICHARDSON & CO.

Oldest and Best Manufacturers of Wax Figures and Display Forms in Canada
Showroom— 99 ONTARIO STREET
Factory —101 " "
TORONTO



ONE IN TEN

Do you know that one in every ten customers who enter your store trades with you because you are Mr. So-and-So, and that the other nine deal with you because you give them A1 service in prompt, careful attention, and good value for their money. "Perfect" Cash and Parcel Carriers will help to cement this 90% to your store stronger than ever. They cut out needless waits for change and parcels.

WRITE FOR FULL PARTICULARS.

Hamilton Brass Mfg. Co., Limited, Hamilton, Ont.
MONTREAL OFFICE: 327 CRAIG STREET WEST

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

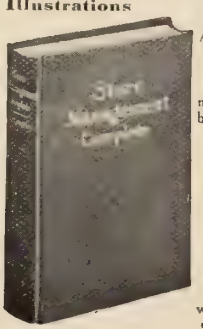
The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:
CHAPTER V.—**The Store Policy**—What it shonld be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO



DRESS GOODS and FABRICS

The Buyers Viewpoint

Printed novelties the new feature in silks. Bulgarian Oriental and Jouy patterns have come rapidly to the front for trimming purposes. The new modes very favorable to silk fabrics. Crepes plain, printed and brocaded, stand first. Soft satins and cord weaves also highly favored. The Spring line of cotton novelty fabrics is a large one. Big range to sell at 50c.

Developing Styles Favor Silk Fabrics

Crepes and soft satins still the vogue—Brocade figures and matelasse effects are coming strong.

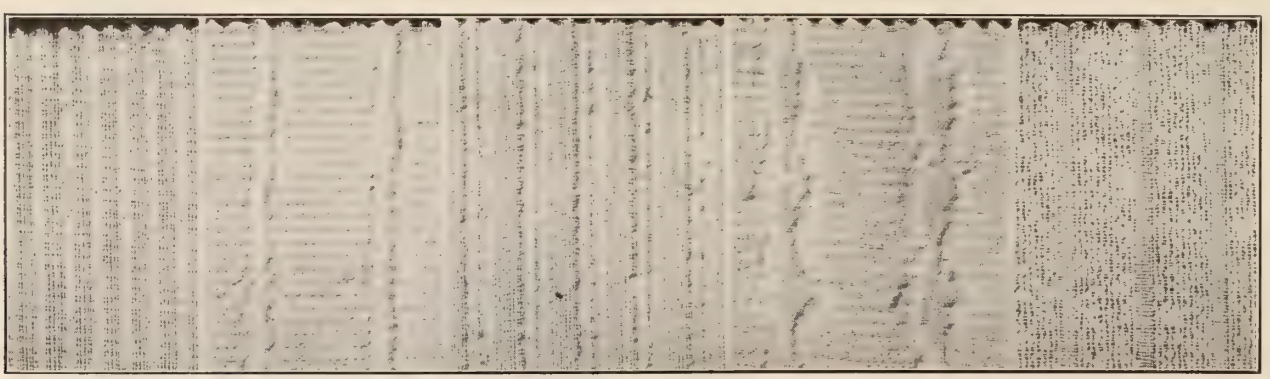
THE promised style changes that are coming about will make no difference to the present vogue of silks, as they are all in favor of the crepes and soft satins in lead at the present moment. The big influence promises to come in a further development in favor of tapestries and printed novelties in Bulgarian and Jouy effects, which are really an eighteenth century development from Oriental sources. These prints come in dull rich shades in strong purple, green, yellow and red combinations, and the ground fabric comes in ribbed and eponge cloths.

Printed crepes and chiffons are being taken up by the extreme trade in these new colorings and effects in white and dull shades, suited to form a desirable background for the rich colors of the pattern.

Crepe weaves certainly hold first place, and particularly crepe de chine is in very short supply. Crepe de chine is favored for dresses and waists, and high-priced underwear is made from this material.

The Canadian cutters up have selected crepe meteor as a suitable fabric for the development of better-priced dresses, and this crepe promises to be more prominent here than crepe de chine.

In the trade that will pay the price charmeuse is a high favorite, but for popular priced selling soft



Ratine novelties shown by W. R. Brock, Toronto.

satins are used as a substitute, and large orders have been placed on duchesse satin de chines and messalines in all leading street and pastel colors, and in stripes and changeables.

Brocade figures and matelasse effects are coming on strong. They are being shown as the high trimming and coating novelty, but the full development will not come until another season arrives.

Failles, coteles and cord weaves are being chosen for dressy suits and for coats for evening carriage wear.

Novelty Cloths in Wash Fabrics

Ratines, crepes and voiles selling in better qualities—Oriental borders and patterned voiles favored.

Now that the season is opening, the wealth of novelty cloths and effects included in the range of wash fabrics becomes more apparent. One reason is that the trade is more willing to take better priced lines, and the wash fabric line to sell from 50c to $1.00 will be a full one.

Cotton ratines are in high favor, and prices show a wide range. Ratines come in varied weights, and in plain colors and in novelty and pin stripes. Ratine yarns are also used to ornament crepes, and large use is made of them in producing solid borders on all the leading cotton weaves. From the selling standpoint cord weaves stand first. Poplins have had an immense sale, and the welts and piques have been well taken up.

Crepes have done better than anticipated, and are strong, particularly in high-priced goods, as all manufacturers seem to have brought out their high-priced novelties in crepe weaves. Cheaper lines of crepons and crepes, suitable for making up into cotton undergarments, are in increasing request, as garments made from these fabrics are very suitable for summer wear, as they require no ironing.

Voiles are staple, but buyers are particular about the weave. The cloth must be sheer and firm, and must be produced from firmly twisted yarn. Though voiles have in some degree given way to crepes, they are still big sellers for making up into dressy and yet not too expensive gowns.

The cutting up trade has taken a big yardage of this material, and plain colors and printed voiles are also selling well. Practically every staple and novelty shade can be had in cotton voile. Fashion is again favoring borders, and patterned voiles, with Oriental borders, should be good property this season.

Deliveries and the keeping of the goods in stock are proving a most difficult matter with the jobbing houses, as mills, both in Canada and in Europe, are running up to their full capacity, and have orders booked well ahead.

Peterboro', Ont.—Fire damaged the dry goods store of T. C. Elliott this morning to the extent of $2,000, which is fully covered by insurance. Hot ashes from the furnace set fire to a quantity of inflammable material in the basement and despite the efforts of the store bucket brigade threatened to extend into the upper portion of the store.

John S. Brown & Sons, Ltd.
BELFAST IRELAND

Manufacturers of the Celebrated
"SHAMROCK" Brand Linens

Mr. Conduit from Belfast is on his Indent Journey for Autumn, 1913.

Stock Orders receive careful attention at
CANADIAN WAREHOUSE
84 Wellington Street W.
TORONTO

KING'S
Established 1775
Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers
for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect
Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS
They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL SMIBERT & CO.,
Montreal and Toronto



The Buyer's Viewpoint

A good season is promised in all lines. The feature of the department is the likelihood of advances in the prices on rugs and carpets owing to the advance in the cost of raw materials.

Verdures are Proving Highly Popular

The tendency in covering and curtain materials—Novelties come in tinsel effects—Small conventional designs are shown in rugs and floor coverings—The price question.

THE tendency for the coming year in covering and curtain materials seems to be very strong along the lines of verdures. Perhaps the strongest novelties come in tinsel effects, which appear in almost all stripe and floral designs. All are set designs and with the tinsel effect, which is woven right into the cloth, and forms part of the body of the cloth, produce at once very novel and very attractive draperies. These come in many shades and colorings, but in all French colorings are strongest. Grounds are for the most part of light colors, many being shown in light greens, fawns, tans, and all the softer shades. The delicate French tinting produces a very dainty effect, and renders a very attractive tapestry.

Designs in many cases are small and rather of an antique nature. In other tapestries, however, large designs are shown, which to be shown properly require a display of the whole width of the cloth.

In coverings, French verdures in rather lighter shades are again strong. These, of course, run on from season to season without a great deal of change and always command large sales. This Spring, however, there is a strong tendency for verdures to run to lighter grounds, and also for smaller designs to come more strongly to the front. For dining-room upholstering, fruit and flower designs will again be sold extensively. These, too, running to a little lighter shades than in former seasons.

As usual, the bread and butter stuff will again be the French verdures, but the special novelty for 1913 will consist in the tinsel effects in stripe and flower designs.



Samples of draperies for Spring, 1913. Shown by courtesy of Geo. H. Hees, Sons & Co., Toronto.

In the samples shown, Fig. 1 represents a verdure with a light ground and Jaspe strip running through same. The patterns and colorings are taken from the old-fashioned English chintz design, the combination of colors blending in perfectly. Figs. 2 and 3 represent Portugese metal work. Sample 2 is designed with tan colored ground and the flower brought out in brighter colors. The blending of colors makes this especially suitable for libraries and living rooms more particularly.

In Fig. 3 a larger design is displayed. Here the background is of light grey with the pattern in colors of blue and deep crimson with metal background predominating. Lighter tones and colorings in this make it especially suitable for drawing rooms and reception rooms.

In both samples 2 and 3 tinsel effects show up very plainly, giving the goods a very attractive appearance.

Small Designs in Rugs

In rugs and floor coverings fawns, greens and blues in light shades and small conventional designs are commanding greater sales as the season advances. Oriental rugs too, are going out well. In the better rugs the tendency seems to be to favor Oriental designs much more strongly than the plain conventional designs.

An advance in prices of all carpets and rugs is expected soon on account of increased cost, both of material and manufacture.

Linoleums have been moving out very rapidly. Demand has been heavy for all lines from the cheapest floor oil to most expensive inlaids. Little change is noted in these for this Spring. Many new designs have been introduced, but for the most part they are of the same nature as displayed last season.

Calgary, Alta.—A. R. Marshall has succeeded L. B. McMurdo in the men's furnishing business. The old stock will be cleared out and the interior of the store remodeled. Mr. Marshall is going East on a buying trip.

A Vancouver despatch says: "Made in Vancouver" clothing to the value of $500,000 was shipped to Eastern points during the year 1912, according to conservative estimates by local manufacturers.



THE WELL EQUIPPED MILLINERY OR GARMENT DEPARTMENT

These departments must have an appearance in keeping with the rich merchandise displayed. You cannot afford to have one speck of dust meet the eye of your customer. You can overcome the problem by the use of a EUREKA ELECTRIC VACUUM CLEANER. The Maison Boyle, Toronto, a high-class garment store, uses the EUREKA. Costs only ¾c per hour to operate. Note the wheels on the nozzle, which makes it easy to operate.

Write The

Onward Manufacturing Co.

BERLIN -:- -:- -:- ONTARIO



Oriental Rugs

Persian, Turkish and Indian Rugs and Large Carpets

To wholesale buyers:

My range of Oriental Rugs should be full of interest to the prospective wholesale buyer who wants the genuine. It is well assorted with finest qualities in the best colorings. I will be pleased to show you through the complete line if you call when in the city.

Mail orders receive prompt attention.

L. Babayan, Direct Wholesale Importer 77 Bay St., Toronto, Ont.



MILLINERY

The Buyer's Viewpoint

Small smart shapes showing caplike or elongated lines the latest. The use of mixed brilliant colors a big feature. Ribbons play an important part and many novelties are shown. Feathers in novelty effects with two-tone straight ostrich mounts strong. Blondine takes the place of paradise and aigrette. Fine mixed flowers used in Bulgarian colors. Flowers mounted in feather effects. Jet ornaments new.

Simplicity is the Keynote to Styles

Models are small and are smart rather than picturesque—Artistic combination of brilliant colors with unique posing of flowers gives distinctive touch—Flowers are being featured.

THE new French models that are being introduced to the trade showing what are the ideas influencing the leading French designers are smart, rather than picturesque. The majority are small and close-fitting and none so far shown are above medium size. Though there is more trimming used, simplicity is the key note, but the feature which gives the new millinery its distinctive touch is the artistic combination of brilliant colors together with the unique posing of flower and feather effects. Contrasting effects between the body of the hat and the facing are often noted. Another new idea is the draped crown of ribbon ending in high mounts at the back or side. Thus a hat of white tagel was faced with morie tagel in bronze shade. The crown was completely covered with large loops of white picot-edged ribbon brocaded in the new brass shade and bronze. These loops radiated from an ornament of bronze straw placed well towards the back, and from which also sprang a tall mount of clustered ribbon ends, each end cut to a point.

A simple little model with slit and narrow brim of black hemp is remarkable for the variety of shades combined in its floral trimming. The soft, draped crown is of black satin encircled by a draped band of crepe and there is a mount of blondine placed right at the centre back while in front is a conventional floral design in mixed flowers in Bulgarian colors.

Milliners are making every effort to popularize flowers and are using them in new ways. In imitation of feather effects come the bandeaux, plumes and mounts and to make for added popularity the

The Hat on the Cover

Though the hat on the cover is decidedly extreme in itself, it is typical of the latest fashion influence. Paris is always up to the moment, and takes her ideas from events at large which form the absorbing topics of the moment. This is one secret of her supremacy as it means that the fashion changes are a chronicle of political and social history.

The war situation in the Balkans is of closer interest in Europe than on this continent. At present it is the warring of small interests, but back of the struggle between Servian, Bulgar, Greek and Turk looms the shadow of a contest that may set all Europe in a blaze. With characteristic levity, Paris sports on the edge of the crisis and goes for her fashion inspiration to the seat of the trouble.

The hat on the cover is therefore typical as it is copied from the military head gear of the officers in the Bulgarian army and in freakish contrast this hat is developed in tulle and of tulle also is the military plume that so smartly adorns it.

You naturally want to buy the best in

Millinery Goods

for Spring

You will find it to your advantage to have your milliner see us when visiting the market this season.

You will make generous Profits on goods purchased from us.

You will find HATS, NOVELTIES, etc., with us that are absolutely correct in style and exclusive.

Our Address:

Nordheimer Building

77 York Street, Toronto

Continental Manufacturers' Syndicate Limited

new Bulgarian color touch in millinery is given by the use of mixed flowers.

Small toques are draped from front to back and the lines extended with high loops at the back. Wide moire ribbon arranged lengthwise with a high loop at the back is a popular trimming. High mounts in original colorings in mixed floral effects are arranged at the back, front, or side, and the crowns of hats are encircled by bandeaux in varied shades which serve to add a distinctive touch.

Two-tone plumes in such combinations as flame and taupe, brass and bronze, pale and deep turquoise, blue, pink and grey. Nell-rose and navy are very much used. Emerald green and orange is a new combination more pleasing in floral mounts than in feather combinations. Combination in colors, rule in feathers as well as in flowers and even where the mount or plume is in one color it is held in place by a banding, buckle effect or other ornamental effect in brilliant Balkan colors. Huge mounts of blondine are attached to either the back or front of small hats. In many cases, band effects are added which curl about the crown with the ragged edges curling over. These bandeaux effects are also featured in tipped ostrich with huge fox tail plumes to stand up at either back, front or side. Novelty mounts in straight ostrich are numerous and range from quills to large fancy pieces. Small Hussar brush fancies arranged three in a group—red, yellow and Balkan blue are shown and with these feather effects a band of Bulgarian trimming about the crown is usually the only trimming.

Paradise and aigrette are showing, but the price comes too high now for popular use and therefore various feather substitutes are being introduced. Two of the most satisfactory are blondine and goura.



Toque showing elongated line. Shown by Debenham's, Ltd.

There is a decided tendency to cover crowns with Malines or crepe and often the whole shape is covered.



Two attractive models which are along accepted lines.

GAGE MILLINERY



GB & CO
OUR MARK
REG U.S. PAT OFF.

The smartest shapes now in vogue may be seen to-day on the display floors of our Chicago headquarters. Exclusive patterns in ribbons and yard goods; flowers in new materials and colorings — ostrich fancies — novelties and trimmings are ready for your inspection. We are headquarters for all forms of millinery merchandise.

Our New York headquarters, 111 W. 32nd Street, are now open, offering a complete showing of Gage Trimmed and Tailored Millinery. Gage Untrimmed Shapes, and Gage Millinery Merchandise. Your inspection is invited.

If unable to come to market immediately, write for our "Gage Supplement" containing illustrations of popular priced hats and correct ideas in Untrimmed Shapes. Sent to dealers on request.

GAGE BROTHERS & CO., Chicago

A Good Flower Season is Assured

News from New York confirms this—Close fitting hats are now in favor, although larger models will come back when summer arrives—Turbans entirely of flowers shown—The popular colors.

New York, February 16.

ONE millinery model repeated in many forms is made in a wire frame. A wire, band of hemp covering all but a space which may be termed the crown. This is made of satin over the wires, of Malines of lace or other material which is again repeated in the facing. This idea of having a limp or pliable crown is seen on the larger hats as well. One of purple hemp had a medium sized crown, the top of which was purple satin with just enough fullness to set nicely, but not full enough to in any way suggest a tam, the brim and crown have the appearance of being in one, the crown rising out of the brim and having no clearly defined base.

Soft crowns are most certainly the season's chief characteristic and this of course makes Malines very good as well as chiffons and satin that make pretty crowns.

Just as in dress and waist fabrics, the broché or figured effects lead, so do they for hat garnitures.

The modish chiffons are all figured, usually in small conventional clusters or in all over designs made up of a small set motif in Persian or other Eastern colorings. Chiffons such as are described are prettiest when drawn plainly over the shape (which is often straw) and nothing is any more effective than ribbon for trimming such a hat.

Malines, which is used in many ways, is often used in layers of distinctive shades, the result being bewildering. Malines is ruched and used around the top (not edge) of the same hats, just as fur is now being used and in black or brown, the effect from afar is almost the same. Turbans of draped Malines which may be edged with self color shoestring braid, are trimmed with fancy stitch and neumadi effects or with grasses or small flowers.

While it is a hand made hat season to a great extent it must not be imagined that the blocked shape is passé.

Tailored and semi-dress and certain types of dress hat demand the block shape and certainly this season sends us some very smart close fitting hats, but even here the soft crown intrudes, although it is of straw. To be sure, there are many blocked crowns, but the smartest of this year's crop have a dent, or some irregularity which is most pleasing.

For this reason tagels, hemps, soft Milans, Leghorns, Tuscans and the softer weaves are the season straw favorites. As brims are for the most part too narrow to be curved or twisted to any great extent, the changes are shown in the turned up brim or coronet and the straight brim by the pneumatic tube effects. Mushrooms are few and far between, most brims rolling or turning off the head when, of course, there is a brim at all, which is not always. The result of these innovations in shapes is rather pleasing, the general effect being much softer. Of course, in the tailored and other block variety we get less monotony of treatment, such hats having the elongated line accentuated by wing or bow effects projecting out and slightly upward. This motif is spoken of as the propeller or aeroplane trimming, and "aeroplane bows" are as commonly referred to as the Gaby bow was. The Gaby turban has a rival in one similar, but known as the Bunny and "bunny bows" are so called from their resemblance to the long ears of a rabbit.

Naturally the many varieties of bows on the market stimulate the ribbon trade. Soft taffeta self tone figured effects, two face ribbons, picot edges and other novelties, are being used, not only for large bows, but for tight stick-ups that are used to vary the fancy feature idea. These are often made of several colors all tightly twisted or inter-pleated.

There is a tendency toward smart pert looking wings which look as if they had just alighted on the edge of a brim. In fancy feathers these light tailored effects win the day, and they have a way of projecting from crowns or being caught at brim edges in a most unusual manner. These fancies are in beautifully colored pastel effects or in black or white.

Ostrich is unusually strong and willow is selling well in fancies, but not, of course, in the same class as the French plumes. The curled effects, curiously dyed and in exaggerated lengths are very good. Two feathers being often used together, one forming a curling base.

Opinions differ as to flowers. Apparently they will be used in the smaller effects and in combinations. Small cockades are made to take the place of the feather uprights. The flowers themselves were never lovelier and all is needed is fashion's seal of approval. Very lovely are the detached flowers, barren of foliage that are to be used singly on the gown or hat, and for this picturesque idea, the under brim is regarded as the proper place—the flower being flat against the brim.

The craze for shaded effects is felt in the flower trade, many of the loveliest flowers being shaded, or in distinctly different colors, not necessarily reproductions of the real, although for the most part flowers are more natural looking just now because the smart shades are all clear, instead of the semi-tones and dull ash effects popular for so long.

There are many gorgeous flaming orange flowers

Messrs. Strachan, Burden & Plaskett
LIMITED

76 WELLINGTON ST. W., TORONTO

FLOWER AND FEATHER SPECIALISTS

Having finished our Spring shipping we will have special lines to clear at very attractive prices during opening week.

We show the largest range of flowers in Canada, at all prices.

FROM HALIFAX TO VANCOUVER

To every Merchant or Buyer attending the Millinery Openings, March 3rd.

We extend a cordial invitation to visit our sample rooms: Carlaw Building, 28 Wellington Street West, Toronto, and our mammonth warehouse in Montreal.

Greenshields Limited
Wholesale Dry Goods
MONTREAL

Ribbons, Silks and Millinery Accessories.

EVERYTHING IN DRY GOODS

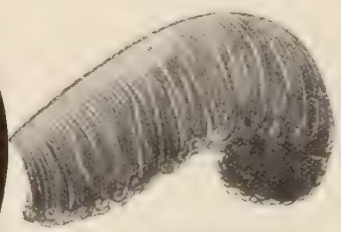
seen and this shade of course has wonderful possibilities, and carries out the paradise colorings, which have been so much in vogue this Winter.

It has been a black season this Winter one, nine out of ten women one meets is wearing a black hat, but the Easter bonnet will not lack color from all indication. The second openings, which are more to be relied on take place early in February and will be duly covered for your delectation.

Some Imported Models Described

French styles illustrate how new materials are being used—Milan popular in a number of colors—Some popular models are both quaint and smart.

TO illustrate how the new materials are used a description of some of the French models is given. A Lewis hat is an exceedingly smart boat-shaped toque of tabac brown Milan with the crown draped with exactly the same shape of satin. A brass and tabac ostrich plume stands straight up in front with the stem back to the crown and the heavy full head nodding over in front.



MANUFACTURERS OF

OSTRICH
PARADISE
OSPREYS
MARABOU

DOMINION OSTRICH FEATHER COMPANY, Limited
96-100 SPADINA AVENUE, TORONTO
Montreal Agents: S. E. PORTER & CO., Birk's Building

A Reboux model of white Milan is draped with pale pink tulle and has an immense cluster of pink roses mounted at the back. This model shows extreme length of line and is bent into a point both at the front and at the back.

Very quaint and very smart is a close-fitting cap ribbon with fancy black edge and with white feathers placed on either side.

A very smart sailor is of gold satin with a bandeaux around the crown of mixed fine flowers. Poised on the side of the crown is a pair of Mercury wings in gold color.

A hat of catawba hemp has at the base of the crown, a narrow fold of silk and a wreath of pink roses tied at the left side with a bow of pink velvet ribbon. A Leghorn model has the round crown covered with Jouy printed crepe and a band of pale turquoise velvet ribbon around the crown and finished at the back with a large flat bow and long streamers. On the right side there is a large pink rose.

Very smart is a toque of black moire tagel with the under brim draped with folds of soft sea-green satin. On the left side which rolls up high is placed a mount of uncurled ostrich white tipped black and a large jet ornament.

A very smart new sailor has for the trimming a band of tapestry blue faille ribbon with a fancy cord edge in white. This ribbon girdles the crown and is brought down on to the edge of the brim far back to the side and tied on a flat bow. On the two ends are worked in silk chain stitch a silk rose in natural colors.

A delightful Kurzman model has a high tam crown of white straw with a close-fitting brim of brown straw. Laid around the outer brim is a wreath of shaded orange and red nasturtiums and at the back is a high mount of nasturtiums and leaves.

Port Arthur, Ont.—Henderson Bros., clothing and men's furnishers, have sold out to the "Square 88 Co."

Spring Millinery Opening

¶ We have a large stock of latest shapes in Hair Braids, Milans and Hemp at very lowest prices.

¶ Wire shapes (large assortment) at $1.50 per doz.

¶ Place your orders early and we will give you a good assortment.

Montreal Hat & Frame Company

388 Notre Dame Street West **MONTREAL**



Models Which Typify Spring Styles

The hats shown below are typical of the vogue in Spring Millinery. Small sizes are the general rule, the two outside models demonstrating accurately popular shapes and dimensions. Correct fashions in trimming are shown.

Left.—A hat of bronze moire tagel. The plume is of blondine with bird and breast effect in eastern colors. The front trimming is distinctly typical.

Centre.—A hat of white hemp with brim faced with black chip. Ornament of crown of jet centres pleated trimming of white moline. Nacre roses in tapestry colors in blue, purple and gold are used.

Right.—This toque is of navy blue tagel with a Russian coronet of American beauty velvet. A cluster of mixed fine flowers emphasizes the high point of the coronet.

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MANUFACTURERS AND IMPORTERS OF

HATS, FLOWERS, FEATHERS, ORNAMENTS

AND

MILLINERY NOVELTIES

SPRING OPENING, Toronto, Monday, March 3rd.

Latest productions for the coming season

Paris and London Pattern Hats

inspection of which is respectfully invited.

GERMAIN, SMITH & BIRKS, Limited

SELLING AGENTS

MONTREAL—43 Union Avenue—ARTHUR ROY, Representative

TORONTO—32 King Street West—J. S. WHYTE, Representative

VANCOUVER—432 Cordova St.—J. K. MARSHALL, Representative



DRESS ACCESSORIES



The Buyer's Viewpoint

In creasing interest in ribbons. About 3 in. the best selling width. Much of the new Spring millinery ribbon trimmed. Failles, moires and cords in the lead and picot, embroidered and novelty edges strong.

Neckwear Outlook is Decidedly Good

Big variety of attractive styles showing—High colors succeeding black and white—Weather has helped to create a big demand.

CONDITIONS are excellent in ladies' neckwear, and sales are large, for the neckwear selling is of such a nature as to lend the needed dressy touch to even the plainest gown. The weather, too, has, up to date, been decidedly favorable to the selling of ladies' neckwear for it has been too mild to make the wearing of wraps and furs close up to the neck a necessity. Therefore, some form of fancy collar has been worn, and another idea that has been fostered by the milder weather has been the wearing of large lace collars with suits and dressy coats.

Travellers out on the road are doing remarkably well with the new models. The line is wonderfully varied and though there is a distinct flavor of the Robespierre idea left, it is so modified and altered as to be practically a new mode. All kinds and shapes of new collars either flat, round or raised at the back and flat in front are showing. Some collars are narrow and straight across the back with deep points coming right onto the shoulders. This is a very favorite form and one that promises to take extremely well. Many new collars show that designers are paying more attention to the back of the collar and fancy shaping and tassels, ornaments and buttons are all made use of in the effort to break away from a too plain back. Double collars are designed with the top collar of a contrasting shape, and in this way the soft roll that is so fashionable is obtained.

Many collars have the little vestee in front and the collar is cut so as to show the throat and so as to roll over. Very good effects are gained by cutting these collars, with one side of one color and the opposite of white, or by using plain, colored and striped materials. The finishing of the edges is such in this case as to permit either side being worn as the right one.

One point that is imperative in the present season's neckwear is that the collar does not meet in front. Either the new vestee effect or revers are used or there is a wide topped jabot to fill in. Much brighter colors are being freely used, such as Nell-rose, Paddy green, National, blue and gold. Roman stripes and printed Jouy silks, and silks printed in Bulgarian colors and designs will form the novelty for Easter trade.

Jabot effects are shown in wonderful variety both in flat and in fluffy styles, but all are large and are made of fine nets and laces. The new bib effects



1. Collar of white ratine with over collar of blue cotton crepe. The jabot is circular pleated and lace trimmed, and has a band up centre of ratine and crepe, with row of covered buttons. Shown by R. D. Fairbairn & Co. 2. Collar of ecru tinted net and shadow lace, showing the new long points on the shoulder. Revers of Nell rose satin and wide pleated jabot of ecru, net and lace, the revers decorated with rhinestone studs. Shown by R. D. Fairbairn & Co.

are good with the trade that will pay the price of a large neckpiece.

Summer neckwear is developed largely in the new crepes and ratines and follows closely on the lines laid down for silk lines. Summer neckwear, perhaps, is a mis-nomer as washing neckwear sells all the year round now.

Parasols Come in Brilliant Colors

Handles enameled to tone in—India shape the best seller—Tub and pagoda the high novelties — Shots and two-tones good—Ribbon velvet and fringes used for trimming purposes.

Owing to weather conditions, last season was, to say the least of it, an off season in parasol selling. This condition always leads manufacturers to make more careful preparations for the new season, and to the production of more striking and saleable novelties. This year hopes are strong for a better season because of the return into fashionable favor of small and medium-sized hats.



India shape parasol with folding handle. The parasol is covered with Paddy green, and the handle is enameled to tone in. Shown by the Irving Umbrella Co.

Many extreme novelty shapes are seen in imported expensive models. These models are useful to point the way, but will not figure in the saleable novelty class.

From orders placed so far, the India shape will be largely popular, while the more exclusive business will be done on the newer tub and pagoda shapes. There is very little of the fussy and frilly effects shown, but the covers come in rich silks in the new brilliant colorings and such colors as Nell-rose, purple, Paddy green, National, Saxe gold and rich reseda are featured. Two-tones and shots are also much in evidence, and such blendings as black and purple, black and gold, black and Nell-rose, black and National, black and green are to be widely used. Wide borders in contrast are new and navy with Nell-rose, National with gold and National with Paddy green are made up into striking models. Other trimming effects are gained by the use of ribbon velvets and velvet ribbons are particularly good when used to bring out the lines of the India or tub shapes. Narrow silk fringes are also used and a pretty effect is gained when a high-colored border is toned down by being veiled by a narrow black silk fringe. Borders of striped and floral patterned silks are also used. A new idea that is very decorative is the use of gold braces in making the frames of the tub and pagoda shapes. This gives a touch of high color that is very effective in the shadow of the interior of the parasol.

Handles are long and straight and generally carved so that they will be four-sided. Enamelled handles are carrying all before them and besides the ebonine finish enamels that tone in with the silk of the cover are much used. Another high-class finish is the acid etching applied to natural woods. Shirred silk circles, discreet looped bows, and silk tassels finish the majority of handles.

Later on when Summer goods are selling parasols of embroidered linen will appear.

Children's parasols are always a big feature of the Summer selling, but as a rule there is little change from year to year. China silks, and mercerized cotton materials in white, pink, or sky are the big sellers, and there is always a run in small, dainty pink or blue flowered materials. White linen is also used, trimmed with Swiss bands and edgings.

So great has been the success of the suit case umbrella that the suit case parasol has been put on the market. This parasol comes in the India shape and the handle unscrews so that it can be folded back to pack into a trunk or suit case.

Cobalt, Ont.—The Temiskaming and Hudson Bay store is holding a going-out-of-business sale.

Montreal, Que.—Marks, the Haberdasher, 148 Peel Street, is planning to extend and improve his store.

NECKWEAR FOR EASTER

OUR SPRING LINE SHOWS ALL OF THE LATEST IN THE NEW YORK STYLES



No. 9248
$2.25 doz.

NEAT BOW OF FINE WHITE SHADOW LACE, AND BAND OF SILK IN ASSORTED COLORS

IT IS THE RESULT OF YEARS OF EXPERIENCE AND WILL OUTVIE ANY SIMILAR PRICED PRODUCTIONS IN STYLE AND VALUE



No. 9210. $4.50 doz.

COLLAR AND JABOT OF WHITE PIQUE AND FINE WHITE NET WITH LACE INSERTION AND EDGING

MANUFACTURED BY

FLETT, LOWNDES & CO., Limited

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Novelty Import Co

Our New Designs

FOR

Spring and Easter

IN

Venise Allovers and Collars
Oriental Allovers and Laces
Flouncings, Veilings, Nettings
Malines, Chiffons,
Scarfs and Silk Knitted Shawls

Comprise the latest and most exclusive patterns and novelties being worn at this time in all the fashion centres of the world and include the new **Bulgarian Effects**. Buyers who have given this line their early consideration and have already received their shipments are now re-ordering this merchandise. We would be pleased to have you look over these lines, as you will find **all** good saleable articles and moneymakers.

We are now showing these lines at our Show Rooms to visiting buyers and would be pleased to go through them with you. This should interest you.

Our salesmen are now covering all parts of Canada, showing our entire Spring line. If you fail to see them, we will be pleased to send you a selection (express prepaid) for your approval. If you do not come to Toronto, you can look over these lines at our branch offices:—Montreal, 18 St. Alexis St., Room 13, Mr. L. J. Trunbe and Mr. J. J. Guild. Winnipeg, Room 248 Chamber of Commerce Bldg., Mr. Leo Rosenbaum. Vancouver, Commercial Hotel, Mr. J. Barnard.

NOVELTY IMPORT CO.
"The Lace & Veiling House of Canada"
76 BAY ST TORONTO
Vancouver Montreal Winnipeg


L.C.LeVoi Company LIMITED
An Interesting Showing
"Embroideries that sell"
"Laces of distinction"
There's a satisfaction in knowing that what you are buying will sell. This applies especially to any kind of novelty goods and the merchant or buyer who, before placing the Spring and Summer order, looks through our immense showing will be satisfied that our goods are not only easy to select, but will be easy to sell. After all, the selling is the main point to consider.
Our range of Waist Patterns, Corset Covers and Dress Patterns in Embroidery is well worth your early consideration. We are also showing a very complete range of exquisite embroideries and laces and novelty styles in neckwear and accessories, including plaitings, jabots, yoke and ruchings, etc.
Call when at the millinery openings.
Values the Best in Canada.
Sole Selling Agents of the Dominion for Spitzer Bros. & Co., Ltd., Nottingham Calais, Plauen, St. Gall and Barmen
L.C.LeVoi Company LIMITED
32 King St, West, Toronto

Shadow Laces Still Lead

Will sell well all through the season—Paraguay and Teneriffe effects new.

Laces are selling freely. The counter trade is good and there is a constant demand from the manufacturers of neckwear and the cutting-up trade. Interest still remains centred in light laces, with shadows the best sellers, and it is safe to predict that the vogue of shadows will last over to the end of the season. Where something different is demanded, manufacturers are offering Orientals and net top laces. Silk run Malines is also favored for the popular-priced trade.

Venise is always a good counter lace and there are many uses to which this lace can be put. Therefore, there is always a market for bands and edges and allovers of this lace.

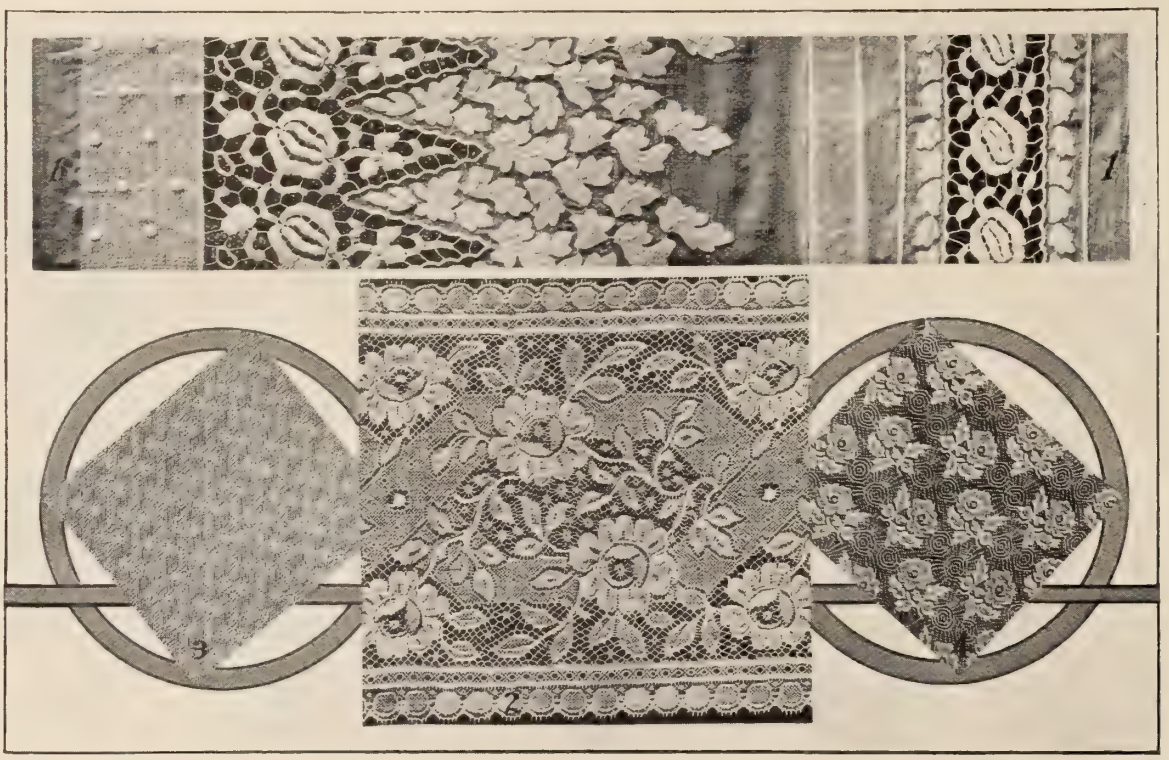
Speculation is still going on as to what will be the leading Summer lace, and from an inspection of the fabrics selling the possibilities seem to all be in favor of a linen lace. Should linen laces have the call, Clunys will again sell. Hand-made filet lace is another candidate and as filet is a peasant lace present style tendencies lend it some support. Buyers seem a little doubful about filet and point out that this lace seldom has an extended vogue.

Fine Meshes in Veilings

White the big seller—Complexions also strong—Navy, brown and grey the colors wanted—Tulles and crepes for millinery purposes in big demand.

The fact that the small hat is the leading feature in imported millinery makes the position of veilings for Spring selling more secure, and the trade is looking forward to a better season than has been experienced for some time back. When the small hat is worn a veil is a necessity for to gain the necessary smart effect the hair must be kept in place and neat and trim. There is no question either about the vogue of neat effects and fine meshes, for some of the best liked veilings are practically fine hexagonal nets. Neat fine meshes are combined with small chenille dots, the dots favored being as small as possible. Russian meshes with the woven dots are good and so are square effects in mesh and dots. Some beautiful effects that are sure to find favor are shown in fine shadows.

Complexions are in high favor, and to a certain extent are being taken in flesh and black. White, however, leads, with black and white in second place. The other colors selling are navy, brown, grey and a few prunelle shades. Shetlands are in



1. Ratine and heavy embroidery flounce and band on a crepe ground. Shown by Sterling Lace & Novelty Co. 2. Silk run Malines band shown by F. C. Daniel & Co. 3. Shadow all-over shown by Sterling Lace & Novelty Co. 4. All-over, showing Paraguay effect in shadow lace. Sterling Lace & Novelty Co.

Fashion's Auxiliary



The human figure varies so widely that prevailing fashions would be worthless unless they were aided by good figure-defining corsets.

"P. C." Corsets

being modelled on the latest scientifically approved plans invariably associate style with comfort. The different models reflect the 1913 styles adapted to the various figures, giving the proper lines and allowing true fit of the garments. Figure on P. C. corsets for a good profit and entire satisfaction.

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COVERED BUTTONS

Plaited Skirts made to order.

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We feature Voile Frontings and Flouncings heavily worked.

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1274	5 "	2¼ " "	$3.25	1277	4 "	2¾ " "	$8.50
1271	12 "	2½ " special	$4.50	1363	4 "	2¾ " "	$11.15
1839	8 "	2½ "	$6.50	1364	4 "	2¾ " "	$16.90
1822	12 "	2¾ "	$7.15	1365	4 "	2¾ " "	$21.90
	Black, Natural, Iron				Black, Grey, White		

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Stylish Veilings Attractive Laces

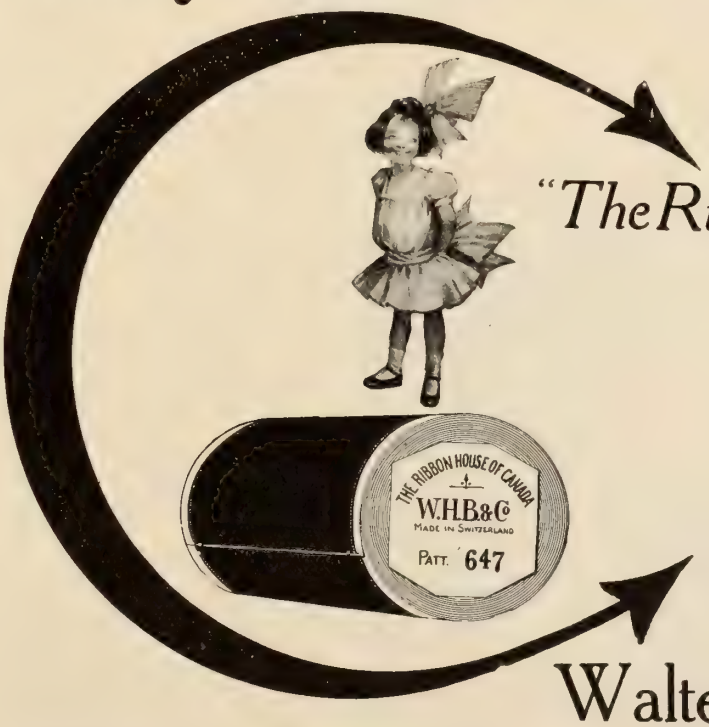
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The Thompson Lace & Veiling Co. Limited

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Barry Ribbons for Every Purpose



Whatever your needs in Ribbons they can be supplied by

"The Ribbon House of Canada"

For the coming season Fancy-edged Ribbons will be in strong demand. We have a very complete assortment of patterns and colorings.

Write, Wire or Call at our warerooms when in Montreal. Your wants will be carefully attended to.

"Ribbon Specialists"

Walter H. Barry & Co.
Montreal

as high favor as ever and particularly in white these soft-finished veilings are big sellers.

Tulles promise to have a big run for millinery purposes and are selling freely in black, white and in all the leading colors. Crepes also are good and are showing both in plain and in printed patterns.

Ribbon Sales Show an Advance

Ribbon more freely used on the new millinery — The demand is for narrower widths—Failles, moires and cords the best sellers—Bulgarian and embroidered novelties lead.

The position of ribbons is improving and it begins to look as though something like an old-time ribbon season was pending. Ribbon sales are creeping and the advance orders placed are decidedly larger than for the past few seasons. Of course, something has to be allowed for the growth of trade, but when this is done sales show that more confidence is felt in the position of ribbons. It is equally certain that more ribbon is used on the new millinery and that ribbons alone and ribbons and flowers mixed are extensively used to trim the new hats. Trimmings are high or shoot back at acute angles and nothing answers this purpose like loops of ribbon. Another feature that lends color to a millinery vogue in the coming Spring is that narrower widths in ribbon are being used showing that a totally new idea has been sprung. About 3-in. wide is the best general selling width. Picot and fancy edges are strong, but the high novelty comes in Bulgarian patterns and colors. Embroidered novelties are strong and many novelty ribbons show embroidered bouquets, while others have running embroidered edges. Velour ribbons in large patterns and in rich dark shades are good and some new ribbons have velour patterns somewhat in the form of the Jouy prints.

Failles, moires, and cords are the leading ribbons. Taffetas are represented by the warp prints in large patterns on rich changeable grounds. Velvet ribbons are extensively used both for millinery and for sash and trimming purposes.

Ribbons reflect the growing taste for brighter colors and such shades as Nell-rose, Emerald, National and gold are well represented.

In counter ribbons particular attention is being given to wash ribbons. The demand is big as practically all undergarments are ribbon run. Manufacturers are introducing brocaded wash ribbons in small, dainty patterns and the colors selling are sky, pink, helio and white.

Big Demand for Embroidery Novelties

A steady improvement is taking place in the position of embroideries and each week brings more confidence in their vogue, but as before remarked in The Review, the demand is chiefly for novelty effects. The chief quality asked for is fineness and softness of finish and the quality of clinging when draped. Crepes and voiles are most employed and stand higher than batistes and lawns. The high novelty is voile neige—that is, snowflake voile. The voiles indeed are very fine and sheer but, all through the range, preference is given to cloths made of finely twisted yarns.



Ribbon novelties printed and novelty edged effects. Shown by W. H. Barry & Co.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

BUSTER BROWN'S SISTER STOCKINGS.

Buster Brown's Sister Stockings are being stocked by nearly every wholesale distributing house in the Dominion. The manufacturers, Chipman Holton Knitting Co., Hamilton, have been asked on numerous occasions during the past three or four years for such a line. They did not, however, wish to put this quality on the market until satisfactory delivery could be assured.

Every retailer in the country, who handles Buster Brown can profitably stock Buster Brown's Sister Stockings for girls, as soon as he sees them. They are an ideal stocking for girls and meet a demand.

Highest quality Egyptian mercerized yarn is used in this stocking. The new line is 1|1 fine rib, light weight with great elasticity, and the appearance of silk. The quality and lustrous silky finish is equal to German lines. Both the leg and foot are seamless. Colors are guaranteed. Black, tan, white, sky and pink are sampled and all shades carried by the leading wholesales. Buster Brown's Sister Stockings are made in sizes 4 to 10 inches. Sizes up to 8 retail at 25c pair and 8½ to 10 at 35c a pair. They are attractively put up ½ dozen to a box and each pair is suitably labeled.

The success of branded lines of "Sunshine Hosiery" is well known in the trade. In Buster Brown's Sister Stockings another equally satisfactory line for the merchant is added as the quality shows. As a relative grade to other numbers this quality will have an unprecedented sale. Success equal to any of the many leading makes of Chipman Holton Co. hosiery is already assured.

WILL ERECT EIGHT-STOREY BUILDING.

Montreal, Que. — Fashion-Craft Manufacturers, Limited, wholesale clothiers, Montreal, have purchased a block of land on St. Dominique, Demontigny and Cadieux Streets, with an area of 30,000 square feet, and will erect an eight-storey building to provide for the expansion of their business. They have outgrown the present factory at the corner of St. Lawrence Boulevard and Ontario Street.

The four-storey building at the north-east corner of St. Catherine and Mountain Streets, Montreal, occupied by the James Ogilvy Company previous to the erection of their present building on the opposite corner, was offered for sale by auction early in February, but was withdrawn at a bid of $52.50 per foot, or a total of $468,667.50. The present owners are Regal Realties, Limited, who purchased the property last March for $450,000. In the event of no suitable offer being received they will retain possession of the store and rent it.

Montreal, Que.—Belding Paul Corticelli, Limited's, annual meeting was held February 3rd, when the first year's operations of the company were reviewed by President Frank Paul and net profits of $134,470 were reported.

The sales for the twelve months ended November 30 aggregated $1,435,493, which was quite up to the management's expectations. A surplus of $6,366, or equal to about 1 per cent., on the common stock was reported, after reductions had been made for depreciation, sinking fund, debenture interest and preferred dividends.

The policy of the management in clearing out all the old stock on hand, while attended by temporary loss, leaves the company in excellent shape to start the year's business. An improvement in the ribbon branch of the industry was also forecast by the president.

The Board of Directors was re-elected as follows: Messrs. Frank Paul, president; Wm. McMaster, vice-president; W. M. Doull, Fred Birks, A. Haig Sims, C. A. Reynolds and B. G. Winans.

PLANS FOR NEW COMPANY.

Mercury Mills Limited, Hamilton, are making their announcement to the trade. The new company personnel is Pres. John Penman, Vice-Pres. and Gen. Mgr., R. Thomson, Sec. and Treas., H. G. Smith. A. C. Marsh is in charge of the knitting departments and Mr. Smith will devote particular attention to hosiery. They intend to sell direct to the retail trade and will have agencies in Winnipeg, Edmonton, Vancouver and the Maritime provinces, with headquarters in Toronto and Montreal.

Entirely new equipment is planned. For the present sufficient hosiery and underwear machinery is being installed to handle a growing turnover. The new firm will make men's two-piece underwear and specialize on latest improved combinations and full-fashioned underwear. Ribbed and flat goods in all the better grades will be handled. Latest improved machines to manufacture cashmere, silk and cotton hosiery are now being installed.

A new factory is to be built in the Spring. The firm have purchased six and a half acres of land in Hamilton and plans are being prepared for the new building and plant.

The members and management of the new company are well known to the knit goods trade of Canada. Their connection with the industry in the past and the production of lines especially suitable for this market assures their success. The demand for better goods is growing and the firm realize the opening and development for a high-class line of hosiery and underwear for an increasing population.

Dale & Pearsall, Toronto, manufacturers of D. & P. brand of wax figures, display forms and store equipment are presenting their first catalogue to the trade.

The new catalogue contains 130 pages of up to date display facilities for modern business. The cover is embossed, white and blue and the booklet, which is 7 x 10 inches is highly illustrated. It shows the productions of this firm, who specialize on wax figures and high class goods only in metal and papier mache. Several striking examples of windows of different prominent stores, dressed by leading display managers, picture the forms and figures in actual use. The latest drapes are suggested to demonstrate the excellence and practical use of display forms for 1914. Many of these are original, as this firm lead in creating designs demanded by fashions, whims and the live decorator. Every need in the art of window trimming, which is approved by experts is included.

Dale & Pearsall have established a reputation for quality and careful and experienced workmanship. They have a thorough equipment in an enlarged factory and a large staff of skilled mechanics is employed. The standard of high-class work and guaranteed quality with prompt delivery is always maintained. Orders through the catalogue or by personal inspection receive the same careful attention.

AN ATTRACTIVE CALENDAR.

Montreal.—A very attractive calendar is being distributed by the Dr. Jaeger's Sanitary Woollen System Co. It is a reproduction of a painting depicting a scene in the Far East with a shepherd watching over his sheep and in the background a wool laden camel. A feature of this calendar that will make it popular is that there is no advertisement on the front, the back being utilized for this purpose.

Modern store service demands the branching out into many lines which while not directly concerned with dry goods retailing are valuable to the store giving them because of the extra profit and because they draw customers to the store and mark it as up to date.

The store that gets in touch with the Toronto Dress Plaiting Co., 600 Yonge St., is prepared to have buttons covered for customers with material of any kind to match any suit or gown. Buttons can be covered in any size from 16-line up to 60 in plain and oval shapes, and in any combination of materials or colors and with plain or beveled bone rims.

This firm also undertakes the scalloping that is so fashionable a finish for ladies dresses and the collar and cuffs and centre finish of hand-embroidered blouses. Scalloping finishes many articles of dress for infants and small children, and also has an extensive use for finishing household linens, such as embroidered towels, runners, doileys, luncheon sets, etc. Hemstitching is also undertaken and such materials as chiffon, net, tulle, silk lawn and other light weight fabrics are tucked in any size and space required.

There is a growing fashionable demand for plaitings both accordion and knife, and any material can be plaited from 1 inch to 48 inches wide.

The Toronto Dress Plaiting Co. is in constant touch with New York and European fashion centres and as soon as any new trimming method becomes sufficiently established the necessary machinery will be added to their plant, and they will be prepared to fill orders for the same.

There has been a remarkable growth in the sales of the new "O.B." Suspenders in Canada. This suspender, which is made in France, was introduced into Canada five years ago by S. E. Porter, who was then a member of the firm of Reid & Porter, and is now owner of S. E. Porter & Co., sole selling agents for Canada. Mr. Porter states that in the first year this line was offered to the trade here he had great difficulty in selling 60 dozen, while during the past year his books show a turnover of more than 4,000 dozen pair. He anticipates that this year the business will be at least trebled, as orders are coming in from every province in the Dominion, and wherever the suspenders have been sold repeat orders are the rule. This is not to be wondered at when it is considered that they sell at a popular price of fifty cents,

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Condensed Advertisements

AGENTS WANTED

WANTED — A MAN OF ABILITY WITH push, reliable and experienced, and a business producer, as agent for one of the largest Irish manufacturers of household and embroidered linens of all kinds; also white and colored dress linens. Apply J. M. Linens, Dry Goods Review, Toronto, Ont.

FURS, TIES, MUFFS, COATS. IMPORTANT London manufacturing Furriers require reliable Agents in all large Canadian towns. Sound live connection indispensable. Liberal commission. Fullest details, strictest confidence. "Furriers," at Horncastles, Cheapside, London, England.

AGENCIES WANTED

ENGLISH FIRM OF MANUFACTURERS OF Hair, Hair Goods, Hair Nets, as used by high-class hair-dressers and stores, desire to arrange a Canadian agency on commission with established sound house who has a good connection in the trade, for Toronto, Montreal and district. Arrangement for stock to be kept in Canada would be made. For further particulars, write to Box 97, Dry Goods Review, 88 Fleet street, London, England.

FOR SASKATCHEWAN — AGENCIES FOR store fixtures and fittings of all kinds. Also fixtures for department stores, office buildings, banks, schools, churches and theatres. We cover Saskatchewan three times a year, and work the larger cities all the time. North-West Specialty Company, Saskatoon.

MISCELLANEOUS

MR. EMPLOYER WHO WANTS A STENOgrapher. The Remington Employment Department will save you the waste of time involved in interviewing a number of applicants. Tell us your requirements and we will immediately send you a stenographer competent to satisfy your needs. We make no charge for our services. 144 Bay St., Toronto.

Take The Dealer Into Your Confidence

approach him, post him about your plans and your merchandise through his trade paper before you advertise to his customers. He will appreciate this action on your part and you will get his co-operation. Don't try to force him. Get his good will and you will have a selling power behind your product that you will never get by any other means.

Remember

that many of his customers knew him even before they knew you, and they will most likely take his word as to the quality and superiority of merchandise offered. In a word, get the dealer on your sales force.

Add $5.00 to Your Weekly Salary

DO you want to increase your salary by at least $5.00? If you do, we can help you. We want to engage the services of a large number of wideawake, energetic representatives. No matter what size your town may be, there is plenty of opportunity for a circulation representative of the MacLean Publishing Co. to earn $5.00 every week, in addition to his present salary.

The work is pleasant and does not require experience. You can devote your spare hours to it without interfering with your present occupation. If you are enterprising and intelligent, you will make the work very remunerative.

Leaving aside the cash profit, the handling of MacLean's Magazine by our methods is a proposition which will appeal to anyone, because it teaches salesmanship.

The MacLean Publishing Co.,

143-149 University Avenue, - TORONTO, Ont.

Art Clothes

Ready-to-wear

NATIONALLY known as the premier Made-to-Measure Tailoring Line, Art Clothes now enter the Ready-to-Wear field.

FOR Fall, 1913, dealers who carry a certain amount of stock are offered a Ready-to-Wear Service as a permanent addition to the Art Clothes Special Order Tailoring Department.

ART Clothes, Ready-to-Wear, which will shortly be shown from coast to coast, are strictly hand-tailored with the same care and attention to details for which the Special Orders are famous.

STICKING to one line and boosting it is the secret of retail success in selling clothes. There is no room for two lines in stores which sell Art Clothes. Representatives showing Art Clothes, Ready-to-Wear, are now on their way. A post card will bring one of them in your direction. Send it in now.

The Art Tailoring Company
Toronto LIMITED Canada

Features of this Department

Turned Stock Forty Times Last Year.

Unique Advertising Built Big Business.

Should Take Stock on Cost and Selling.

Developments of the Streamer Idea.

Essentials of Clothing Salesmanship.

Tobey Holds a "Peach-of-a-Sale."

Small Sale Led to Profitable Transactions.

Novelty Neckwear to the Front.

Silhouette Work in Card Writing.

How Stout Men Should Dress.

Turned Stock Forty Times Last Year

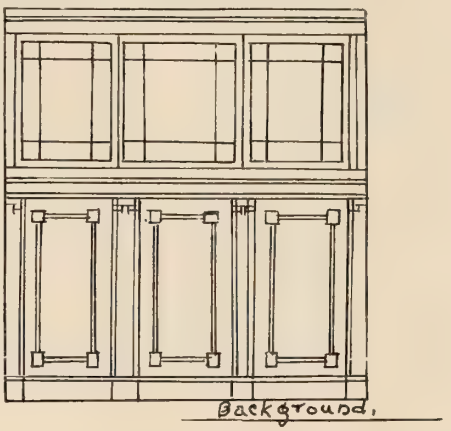
The phenomenal record of Way & Joy of Hamilton—They are now completing a new store which will be modern in every respect—Splendid provision for window displays—The policy of progressive firm defined.

WAY & Joy, Hamilton, are remodelling a new store at the corner of James & Rebecca Sts. The plan will be ready for business by Feb. 15th. Hamilton is one of the foremost clothing towns in the Dominion and business in men's clothing and furnishings is tending north. The number of new and successful houses doing an exclusive trade and which are situated in this district is striking evidence of this trend.

Way & Joy have been in three locations, all within a block of each other. Their first stand was near the Royal Hotel in a small store with a corresponding stock. As a result of attention to business and up-to-date and careful buying, the stock was moved in April, 1910 to a larger store at 56 James St. North. They are still growing as the new store combines two stores in one and is situated on a prominent corner.

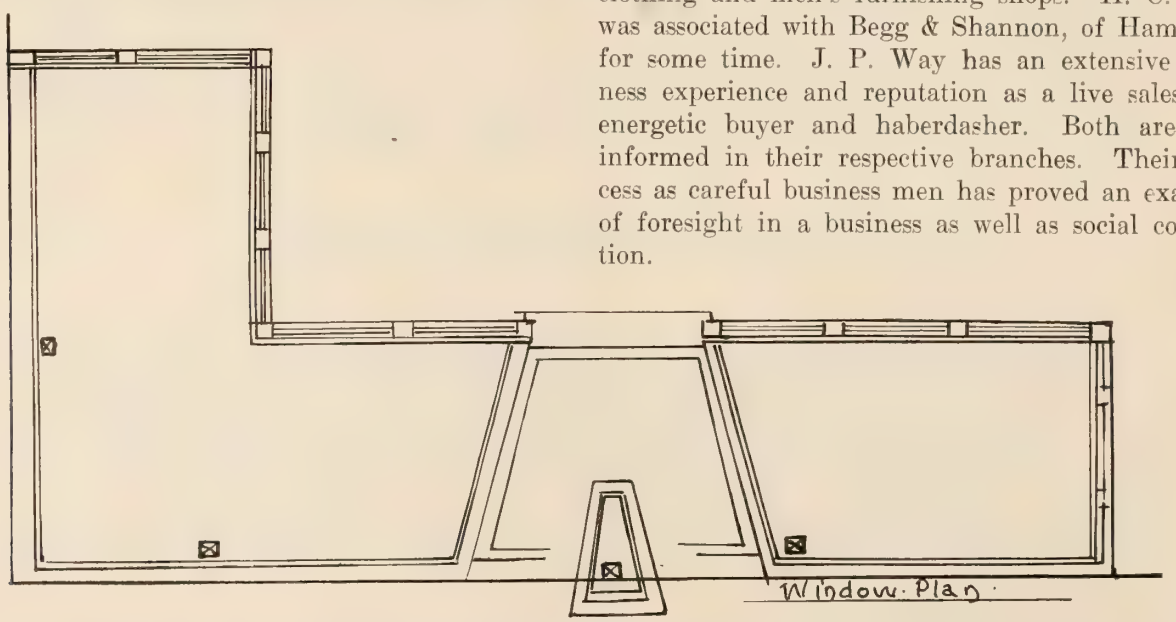
TURNED STOCK FORTY TIMES.

Way & Joy turned their stock 40 times last year. They are inclined to attribute this showing to good fortune and modestly thank their patrons for the support. The amount of business done is not the result of large stock or of quantities but of confidence and salesmanship with the correct goods at the right time. In the past, a ready-to-wear and special tailoring business with a full line of accessories, added as the business grew, have been handled. In the new store it is hoped this trade will be increased. It is maintained by this house that a satisfactory turnover and satisfied clientele no longer depend on the quantity but in the class of trade merited by exclusiveness and efficient service. In the new store, while new departments are added and stock increased, the assortments are only broader in proportion to the extra amount of business anticipated. The successful policy of the firm will be strictly adhered to. They will feature good taste and conformity to the dictates of personality in dress combined in the class of stocks carried.



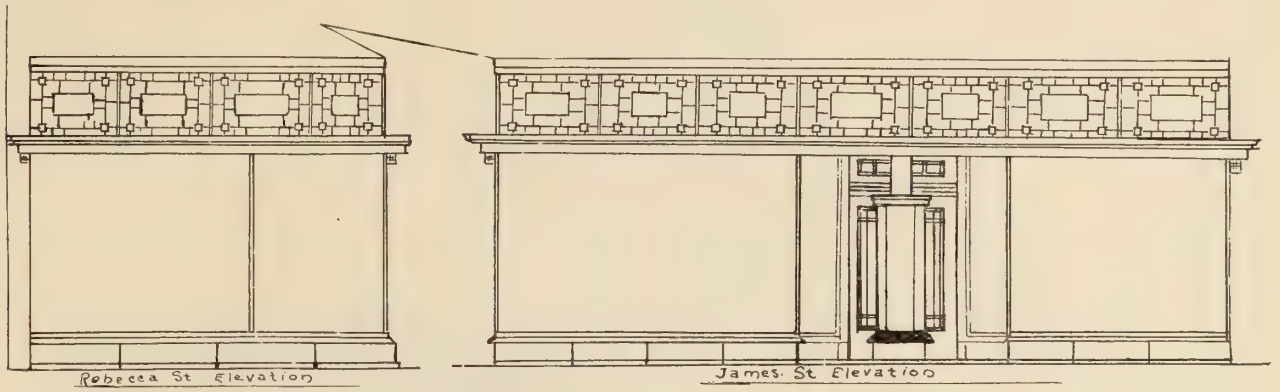
Panelled window, background in artistic design, finished in veneer wood with pilasters to match. Way & Joy store, Hamilton.

Both partners in the firm are well connected with the clothing trade. The partnership formed in the small store was preceded by experience in leading clothing and men's furnishing shops. H. C. Way was associated with Begg & Shannon, of Hamilton, for some time. J. P. Way has an extensive business experience and reputation as a live salesman, energetic buyer and haberdasher. Both are well informed in their respective branches. Their success as careful business men has proved an example of foresight in a business as well as social connection.



Window layout, entrance and show case, with the vestibule, sliding doors and supporting pillars panelled with mirrors. Way & Joy new front, Hamilton.

The new store is to be up-to-date in every respect and will embody many of the practical ideas of modern storekeeping. The two stores give about 2,000 square feet of selling space with ample counter and stock room about 32 x 50 feet. There will be two entrances with the corner window forming an apex between the front and side doors. The front is all glass and brass with ventilated sash and white art glass transoms of unusual depth on account of the height of the ceiling. The window is continued about 12 feet on the side street. The doors are bevelled panelled glass with monogram.



Modern store front installed by Way & Joy, Hamilton, showing James and Rebecca St. elevations. The artistic transom lights, with green marble base, panel door and expanse of glass are features.

Window backgrounds are the same design front and back and are of approved construction. They are panelled about 3 feet wide and 7 feet high and finished at top with a neat moulding. Clear glass plates finish to the top. The window interior is highly polished mohogany made of veneer board and panelled with 3 inch straps to match. The ceiling is also panelled and a battery of electric lights is being installed along the outside top. These are placed about 18 inches apart and the latest reflectors to diffuse the proper light are being used according to fireproof regulations.

The interior is to be done completely in mission or weathered oak finish. The dividing wall has been removed and the floor layout is to comprise the latest wall cases for neckwear shirts and hats, counters and silent salesmen with display fixtures are all matched. The rack clothing system is used as it has been found most practical. The wall fixtures and cases are planned in an "L" with consecutive arrangement for good stock keeping and merchandising. The office fitting rooms and special order department are to be conveniently arranged in their relation to the main stock. The ceiling is heavily beamed in Colonial style and panelled with heavier board in natural chrome shade. Walls are ingrain with a neat conventional border.

For indoor lighting double, white globe, semi-diffusing lamps on chains are suspended in two rows and the necessary case and counter lights and reflectors are provided. The construction of the ceiling lamps are new to the trade and instead of direct rays, upward or downward, the reflectors give a combination of both, which is a soft mellow light adapted for men's wear stores. The case unit display idea is to be followed and especial attention to this form of display in the window will be depended on to result in increased sales and continue to build up the business.

Clothing, men's furnishings in well known branded lines and high class tailoring are featured by this firm. Customers have the option of ready-to-wear, semi-ready or made-to-measurement or the choice of materials for special orders.

The slogan "Tailors to men, who know," appears in every form of advertising which is promoted. One season style and good style once or repeated at the customer's order is the simple story of success in buying salesmanship and advertising. The attraction of something new always and of suggestive salesmanship through introduction is recognized as important in living up to the motto of the store. A close study of the customer's wants and of individual customers is always suggestive of new ideas and a quick grasp of opportunties.

The new stock for the "Opening" is placed and shipment ordered in time for an early start for Spring business. The lines represented show the foresight of the firm, as buyers in their interpretation of the Spring season's styles or value of comparative lines. Combined stock and store will equal any of the high-class, exclusive men's wear stores of its size.

Way & Joy are looking forward to continued patronage as in the past, which has enabled them to bring their business to the present high standing. They feel that with the new store and a well selected stock they will be in a position to continue their epoch making growth through good service. They also hope to extend the spirit of enthusiasm which prompted them to serve customers through the rebuilding twice in a part of the store with a board door and the inviting signs, "Way & Joy are here. come in and see them."

Unique Advertising Built Big Business

The experience of Tom Murray, men's wear dealer of Chicago—An old Canadian boy who has "made good" with a vengeance in the mid-west metropolis—Used back of his head to good purpose.

THE following article, which tells the story of the success achieved by one wideawake merchant through distinctive advertising, appeared in Hearst's Magazine. Edward Mott Woolley, the author, is well-known as the writer of highly interesting articles on business experiences. The article appended will have a particular interest as the subject of the sketch, "Tom" Murray, is a Canadian by birth.

"This is Tom—meet me face to face."

Of course some advertising experts will tell you that theoretically the back of a man's head is not good advertising. Why, indeed, should a photograph of a merchant's occipital regions make his business famous and his purse fat? There is no selling argument in such a picture, is there? And really, why should anybody have wanted, in the beginning, to meet the back of Tom Murray's head face to face?

Tom Murray lives in Chicago. You don't need to tell this to Chicago people. There isn't a man, woman or child in that town who hasn't seen this curious picture—and all of them big enough to want things at all have experienced a mighty yearning to get around on the other side of that confounded photo and see what the anterior of it looks like. Without caring a continental about the theory and practice of advertising, Chicago people have a most extraordinary and persistent longing to meet Tom—who runs a downtown clothing store and haberdashery.

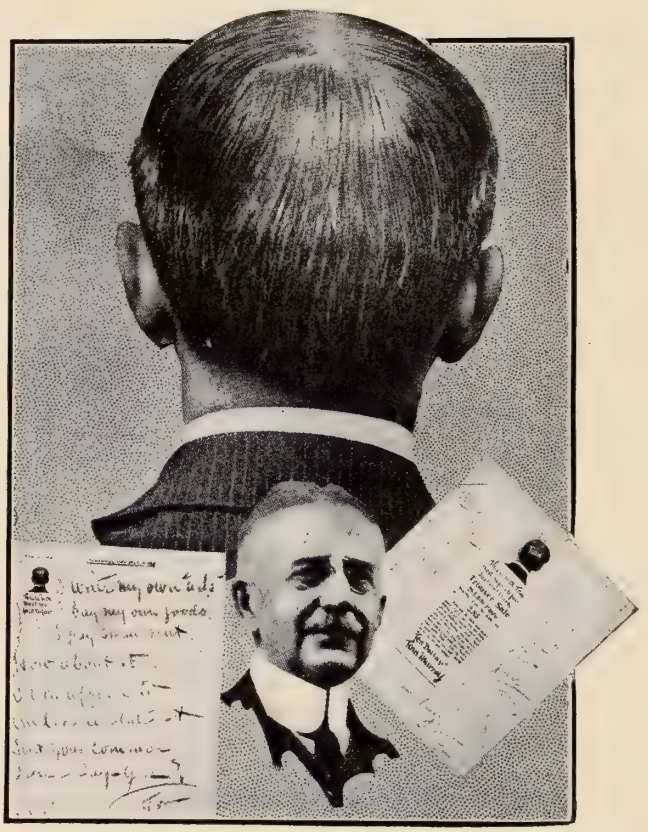
To be consistent is a rare accomplishment. To stand out from the common lot is an achievement attained by the few. To get people by the arm and march them around to your store, unresisting, is a trick that seems to many a merchant like the black art of a conjurer.

And yet it is not so difficult a thing as it sometimes seems. At least, men are doing it here and there about the country with apparent ease. Tom Murray is only a type. Not all merchants want to be Tom Murrays in Tom's peculiar and original sense, but many of them would like to be, and can be, more efficient as advertisers. Inefficient advertising, like inefficient salesmanship and labor, floods the market.

It was his original brand of advertising that made this Chicago merchant's name and store known to everybody in the mid-Western metropolis. He was born in Canada and raised in a small town, working in a local store and earning twenty-five dollars a year—yes, a year!—"finding" himself. He had no boost-off.

Nobody heard much about Tom until he opened a little furnishing store in Chicago in 1897. But after he bought a sign with "Tom Murray" on it, he began to wonder what he might do to make that commonplace cognomen immortal.

It came about in quite a natural way. The Sheriff of Cook County was chasing Tom rather hard—sheriffs have a way of chasing commonplace people. Chicago men insisted on buying their shirts



View of Tom Murray—both front and back—and some samples of his card advertising.

and collars elsewhere, and a big stock of suspenders and neckties as well was going begging.

So he sat down one night and thought pretty hard. Then he reached for a blue pencil and wrote in bold chirography on a piece of cardboard: "Closed, But Not by the Sheriff." It was signed "Tom."

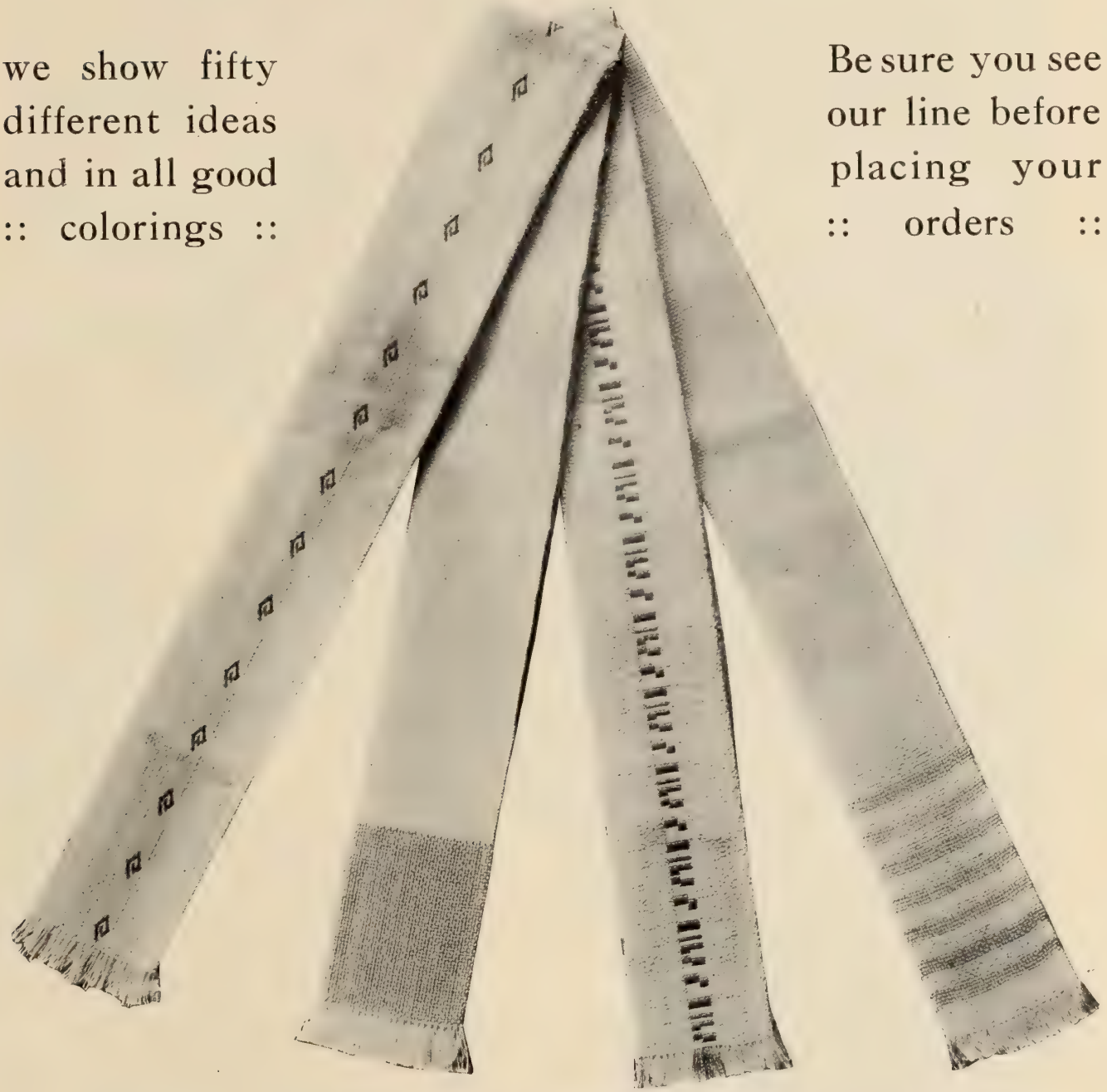
The first and last words in this ad. were very large, while those in the middle were tiny. When the card appeared in the window next morning, a crowd gathered around it instantly. Then some-

TUB TUBULARS

All New Novelties For 1913

we show fifty different ideas and in all good :: colorings ::

Be sure you see our line before placing your :: orders ::



THE HOUSE FOR NOVELTIES

Washable Tubular Neckwear is the right kind for you to buy—order early and then you will not be disappointed.

E. & S. CURRIE, LIMITED

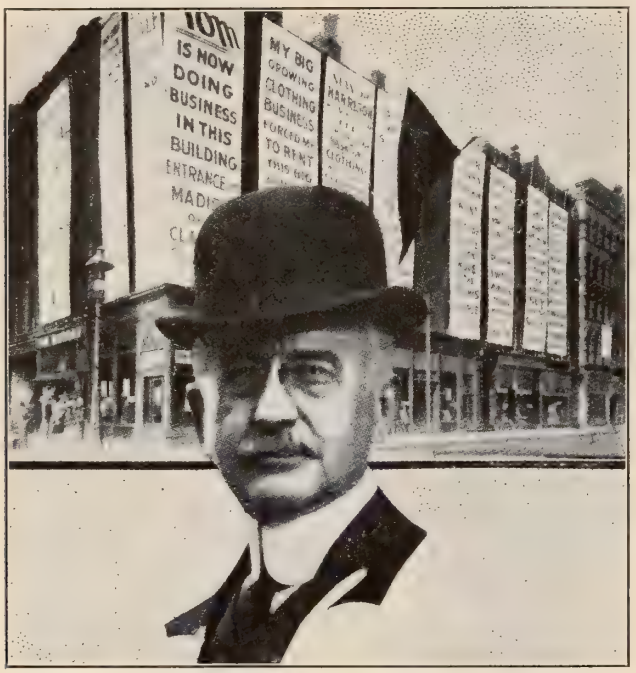
NECKWEAR MANUFACTURERS **TORONTO**

body tried the door to see if it were locked. Yes, it was.

Now, a most important question immediately arose out there in the growing crowd. If Tom Murray wasn't closed by the sheriff then why in thunder was he closed? This puzzle spread, and the crowd grew so dense that a special detail of police was sent to control it.

At the psychological moment, Tom took down the sheriff card and put up another, explaining that the store had been shut until a nice big jam of people assembled, ready to buy collars, suspenders, neckties, ad lib.

Afterwards, Tom's famous photo of the back of his head appeared as a decoration in the various



Tom Murray believes in posters for advertising, as this illustration evidences.

traction conveyances, and people who didn't already know Tom speedily discovered him. For years thereafter, an anxious public looked in vain for a portrait of his face.

A man of great mystery was Tom. The solution lay in a visit to the store. Many and grotesque were the ideas he worked into these advertising cards, but underlying all of them was the one big idea that made Tom Murray famous.

But of course the back of Tom's head, of itself, did not build up the business and maintain it. This sort of thing was merely the fireworks. Accompanying it was always a strong undercurrent of genuine selling ideas—advertising that really advertised the goods he had to sell.

Mr. Murray reasoned, however, that no commonplace copy would go. The back of his head, as the star actor in his commercial drama, must be supported by a capable leading man, as it were.

All Chicago is familiar with the Murray style of autograph advertisements, displayed in the street cars, on the elevated railroads, in the newspapers, and in his show windows. Here, too, is the same distinction that sets the whole line of advertising quite apart by itself. There is nothing else in Chicago just like it. Tom Murray's blue-pencil talks have "Tom" written all over them! there can be no mistake.

Mr. Murray originated his peculiar style when he was running close-hauled, and the sheriff was out hunting for him. He had no money to advertise in the ordinary mediums, so he wrote his talks on card-board and filled his windows with them. They were old comminglings of selling arguments and personal views on the philosophy of life. And to-day Mr. Murray's advertisements follow the very same scheme they did when he began.

"Are you so prosperous," Tom inquired in one of his blue-pencilled ads, "that you cannot be helped? I sell clothes, furnishings, hats and shoes; also brains. Ask any traveling man from Chicago what he thinks you will get for your money."

Then, up in the corner of the card was the usual picture of Tom's neatly brushed and barbered occiput, with the legend "You can meet me face to face at Jackson & Clark. TOM."

It took Chicago only a short time to get into close sympathy with Mr. Murray's gentle and intensely human little sermons. 'Let's go around and see what Tom is preaching about to-day," his friends in the down-town districts used to say—in the days before he inaugurated his broader campaigns. Group after group would make a special excursion to the Murray window. There, in the blue-pencil writing and vigorous diction of this advertising genius, they would see something of this sort:

"My religion is to use every man better than I would use my pet dog or horse, and that is good treatment. If a merchant follows this policy in selling goods, the customer can't go wrong when he buys."

Within three or four years Tom Murray's annual sales had jumped from thirty thousand dollars to a quarter of a million. They kept on going up; he kept on advertising. He is advertising to-day and his store is still growing. Everybody in Chicago likes Tom. He has been a tremendous influence in that community for better living, better business, and a better city.

Now when you get right down to the secret of it all, it can be summed up, perhaps, in one word: "GRIP." Tom Murray's advertising grips the people, fascinates them, gets a hold on their hearts. It helps people, and when you can say that about advertising you scarcely need to go further. Any man who in his business can benefit his customers is already on the highroad called Success.


Success
COLLARS
MADE IN CANADA
COLLARS
Here is the Success "Strathcona"—a good comfortable Double-band collar—well made and well finished.
This is the big steady seller—It is the popular line. Made to retail at 2 for 25c.
Ask your Wholesaler to show you the complete Success line.
The Canadian Converters Co., Limited
Montreal
-2

Novelty Neckwear to the Front

Is rapidly becoming the large end—The high style influence comes from Bulgarian, Oriental and Turkish effects—Oriental styles shown in beautiful fabrics —Japanese and Egyptian patterns on light-weight summer lines.

NOVELTY neckwear is fast becoming the large end of the neckwear business in men's furnishings. Buyers are featuring exclusive neckwear, both oftener and in better qualities with growing success. For exclusive house the trade is fast recognizing the demand for high class novelties. Business is divided between lines, which show the trend of coming styles or numbers, which are to a limit of price. Value and design are good in qualities but quality and exclusiveness are gaining in importance, as each men's furnisher finds the possibilities of natty showings. This year's Easter samples of neckwear contain many striking designs, which are different ,their number shows the confidence of the trade. Selections are unsurpassed for seasonable choice.

Early business on Easter placing is reported good. Different comments are heard on the likely returns of business for the merchants. This makes this season more important as one in which novelties will comprise the bulk of the sales. Men's furnishers, who prefer to buy often and diversify their ranges with new styles, patterns or unique designs, to cater to more exclusive trade, are also considering the Easter demand. Exclusive trade demands style without so much value. Considering the merit of the materials quality and design, value is just as apparent. These styles, because of the attraction of each selection, are the numbers on which profits are first with the furnisher and price secondary with customers. Each store has a certain amount of early trade and although some furnishers are not anticipating the height of the season until afterward, ranges are being carefully selected to invite early business.

This season a man's neckwear is more conspicuous. Early ranges are "louder." Compared with last year's samples, the decision of the trade seems to be good taste. Patterns selling are largely personal preference. For high style the influence, which is seen in the novelty development of silks, is evident.

Bulgarian, Oriental and Turkish effects and colorings are shown in beautiful fabrics for exclusive trade. These include Paisley's, tapestry effects, striking bars on matelasse, bordered end printed foulards, veiled cashmeres, crepes, velvolenes and Bengalines. Some of the soft veiled cashmere patterns are entirely new and carry out the trend of style from Eastern countries. In similar novelties set figures printed on crepe are good. Oriental designs and the introduction of Japanese and Egyptian patterns are conspicuous on light weight Summer silks made in graduated open end shape. They promise to be prominent for midsummer because the patterns are new and different. Cheaper numbers are accepted in plain grounds with colored bias border or black bordered ends. Line stripes and neat designs with single or double contrasting bar are selling well. In plain fabrics a new crepe is being appreciated by furnishers. This is a companion number to a higher priced fabric and is expected to



Novelty Easter neckwear in cashmere and set designs in Eastern and Bulgarian colorings. Courtesy A. T. Reid Co., Toronto.

fill a demand for a popular lower priced number with a fair margin of profit.

The tones are lighter, although the ranges include every shade. The designs comprise two tone mottled stripes, real paisley or cashmere combinations or brilliant figures or bars or plain silks. Some of the best of these are rose and black, light and dark grey, helio and grey and two tone blues. Other patterns are in green and gold, blue and gold, garnet and rose, purple and green and brown and purple. The predominating colors in bias or border ends are blues with blue, black or Roman stripe contrast. Browns and tan in similar designs and any gold grouping

The Kind of Socks You Can Sell With A Clear Conscience



The best patrons of your store will demand the BEST and most up-to-date hose—and for this reason you should stock Pen-Angle Half Hose. This line represents the utmost in hosiery value, and is a line you can conscientiously recommend to your most valued customer with the assurrance that he will be perfectly satisfied.

KNIT TO FORM—AND THE SEAMS OMITTED

Pen-Angle Half Hose are shaped to fit the curves of the foot and leg, thereby ensuring perfect fit and long wear. And the entire absence of seams makes them comfortable and neat looking. No other line offers such splendid value.

Penmans Limited
PARIS - CANADA
Underwear, Sweaters, Hosiery
68

Pen-Angle

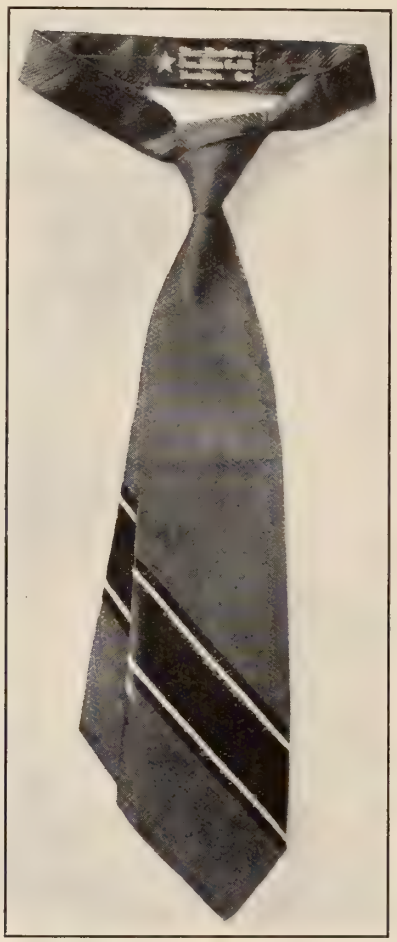
WARRANTED HIGH PENMAN'S GRADE HOSIERY

Full-Fashioned Seamless Hosiery

are selling. Gray, black and white and black with red in neat line stripes with marked bias border are staple. Some striking Jacquard patterns in the best shades are doing well in the average numbers.

Open or closed end graduated shapes are preferred in the better grades. Many of the shapes are larger. All bar effects are usually bias. Batwings are taking fairly well to wear with wing collars. Most of the designs show narrow bar or fringed ends with stripe on a plain ground.

In knitted ties the novelty is in accordion knit, graduated open end shape. This makes one of the neatest effects yet produced and promises still another development in this branch of the industry. This shape is likely to be shown in bias bars and border ends and is already seen with small check bar and similar neat effects. Contrasting colorings in cross bar under knot designs are still in the lead in straight ties.



A New Number.—Roman stripe, border-end, novelty in a range of seasonable color contrasts. Courtesy Van Allen Co., Hamilton.

Improved dress ties are being placed on the market. These are made in collar sizes and fit accurately. They can be adjusted perfectly because the buttonhole at the back allows sufficient play. Tying the knot precisely in front is assured and the tie is kept down front and back by the buttonhole and tabs. This new tie promises to be well received by the general trade.

The vogue for predicted Imperials and larger ties is being taken advantage of in better numbers. With good early Easter business and the season away to a good start, the result should prove exceptional. Most of the buyers are putting design and quality before price on the novelties and, putting up their showings with neat numbers selected from lines, which appeal. The whole season's business throughout is to be influenced by good merchandising because the real selling season comes after the Easter holidays. By that time values will take the place to a greater extent than novelty. Wash and negligee ranges will then be ready for approval.

News Items

Fort Frances, Ont.—Henderson Bros., men's furnishers, have sold out.

* * *

North Bay, Ont.—A. T. Smith, men's furnisher, is planning the complete renovation of his store.

* * *

London, Ont.—H. A. Britton Co., manufacturers of overalls, have disposed of their business and plant to the Kitchen Overall and Shirt Co., of Brantford. The machinery will be moved to Brantford.

* * *

P. W. Hunsicker, Secretary of The N. A. W T. of America, is now with The Hollock Advertising Agency, of Grand Rapids. He is in charge of a window trimming department with that agency. Trimmers will kindly note that the secretary's new address is 132 Monroe Avenue, Grand Rapids, Mich.

* * *

Montreal.—The wholesale dry goods warehouse of Duchesneau & Duchesneau, 279 St. Paul street, Montreal, was the scene of a destructive fire on January 15, when damage estimated at between $40,000 and $50,000 was done. The stock in the firm's new building, adjoining the one burned, was not affected.

* * *

Paul A. Thorer, of Thorer & Praetorious, of Leipzig, Germany, visited Montreal and Toronto on a trip around the world, via Chicago and San Francisco. The firm of which Mr. Thorer is the head has been established over 100 years. They were practically the first to introduce Persian Lamb Caracul, Bokharan and other furs to Germany and the world. He is accompanied by the manager of their New York office, E. N. Speer, President of the Fur Merchants credit Association and A. E. Hassard, of J. Bordeau & Sons, Montreal.

TURNBULL'S
MAKERS OF THE FAMOUS "CEETEE" PURE WOOL
UNDERWEAR

Live Merchants

know that honesty is the best policy, and that it pays to give their customers the best goods. That is why they sell

CEETEE (All Pure Wool)
and Ribbed
UNDERWEAR

"CEETEE" Underwear is the finest pure wool underwear made — only the finest Australian Merino wool is used. Each garment is knit to fit the form of the body — all joins carefully knitted (not sewn) together.

We defy you to find a better Underwear the world over.

The C. Turnbull Co. of Galt, Limited

GALT, - - - ONT.

Also manufacturers of Turnbull's high class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants and Ceetee Shaker-Knit Sweater Coats.



SHIRTS
Are Made for Particular People

Have you laid plans for the biggest shirt season in the history of your department? No doubt you have noticed the growing tendency for the outing man to go coatless in Summer and also that he takes special pride in the exclusiveness of his shirt? "Star" Brand for 1913 will revolutionize the manufacture of shirts. See our Spring and Summer range.

Easter Neckwear

With Easter only about a month away the neckwear proposition is an important one and should not be overlooked. Have you made your selection of Easter ties? Star values and styles are up to their usual high standard.

The Fall Underwear

Our representatives will be pleased to show you our new Fall lines of men's underwear which they are now carrying. The values are a revelation.

Van Allen Co., Ltd.

HAMILTON, ONT.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

THE most important development this year in the clothing world is the upward trend in prices. Everything points so conclusively in the one direction that tailors and men's furnishers can count with certainty on a higher price scale all around. This is not at all surprising as the cost of living has advanced radically in every direction and it is only natural that clothing should respond. Manufacturers' costs have advanced and raw material is increasing all the time. At the present time, pretty general advances are being made in the prices on woollens. British manufacturers are finding it necessary to demand more and, although the advances appear small, amounting in most cases to a few pence, the extra cost of a suit is sufficiently large to reduce the profit materially, if the old price standards are maintained. In addition to the fact that he must thus pay more for his goods, the retailer faces higher costs of doing business. Rents are going up; larger salaries must be paid; his own living expenses are higher necessitating the taking of more money out of the business for personal expenses. When these facts are passed in review, one conclusion only can be reached. The retailer will have to ask a larger price for clothing this year. While it will not be necessary to radically upset the old scale, a sufficient margin should be added to insure the merchant a fair margin of profit. The advance in the cost of making and selling a suit should be borne by the purchaser and it would be well for the trade to educate the public to the fact that higher prices must be paid.

* * *

TARIFF investigations are being started in the United States with a view to arriving at a basis for duty reductions. As a first result, a great deal of information is being vouchsafed with reference to costs and profits on manufactured goods, particularly on clothing. Many statements of a dangerous and misleading character have been made with reference to the question of men's clothing and public opinion has been inflamed as a result. At one hearing of the committee on Ways and Means at Washington, the statement was made that cloth costing $3 went into a suit of clothes retailing at $12 to $15. Unfortunately the report was published broadcast that the cost of clothes retailing at that price was $3. Newspapers played the fact up under scare heads, and commented scathingly on what was assumed to be the expose of exorbitant profits. That such publicity given to a ridiculously incorrect statement would do harm was quite obvious, so an effort is being made to give the public correct and official figures on the subject. The National Association of Clothiers have presented a statement showing the cost of a garment which would retail at $9 or a little higher. "The suit of clothes from cloth at 60 cents net per yard figures as follows:

Cloth, 3⅛ to 3⅜ yards, at 60 cents	$2.05
Cutting, making and trimming	2.50
Overhead charges	.45
	$5.00
Wholesale price, $6, showing a gross profit of	$1.00
Of which, "selling" at 7 per cent.	.42
Net profit	.58
	$1.00

That there is no exorbitant profit here is quite apparent. The profit obtained by manufacturer and jobber is small and the retailer gets just sufficient margin to enable him to maintain his store and invest a large sum of money in stock.

* * *

REPORTS from London, England, are to the effect that the frock coat is not being worn nearly so much for formal affairs. The cutaway morning coat is coming into favor. It is not anticipated, however, that anything will ever supplant the Prince Albert or even seriously undermine it. Present tendency to wear a morning coat is a mani-

festation of the desire men are showing to sacrifice convention to comfort. This same idea is leading to what may be termed a degree of laxness in other respects. For instance, men are showing a disinclination to always appearing at the theatre in full evening dress and the tuxedo is becoming increasingly popular. A free-and-easy desire for comfort is playing hob with some of the cut and dried conventions.

* * *

CONTINUAL fashions—and the same idea is creeping into America—in men's overcoats, favor the military. Some striking effects have been seen in the way of fur and braid trimmed overcoatings of distinctly military cut. This can be traced directly to the outbreak of war in the Balkans. In Paris some extreme close-fitting models are being shown.

* * *

"LE Comte," a fashion writer for the London Evening Standard, says: "It has been suggested to me that the present time of the year is the right time for a short discussion of pockets, because now is the time when most men's pockets are supposed to be empty. Unfortunately for most men's clothes, the term 'empty pockets' is usually regarded as merely a synonym for 'no money;' the pockets are not actually empty. If they were, then those men who make a living by cleaning, pressing and generally renovating clothes would soon find business very slow. A good part of their occupation would soon disappear, because it is by overloading his pockets that the average man helps to ruin his clothes.

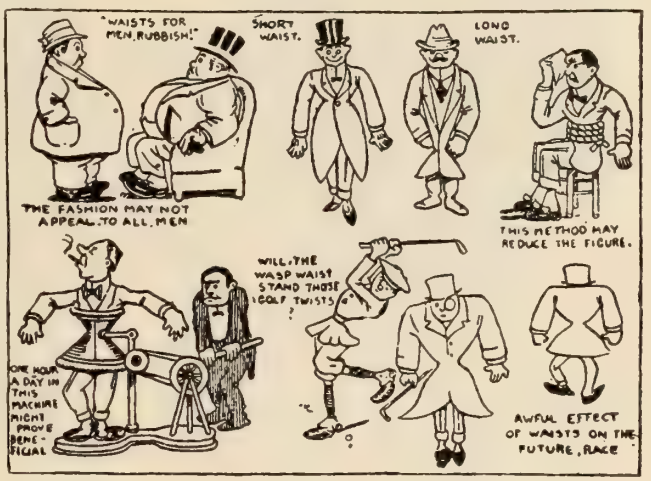
"It would be a good thing if some men's pockets were sewn up. One could be left for a handkerchief—the hip pocket of the trousers is a good place for that—but the other pockets are seldom so necessary as they are thought to be, and the average man is apt to allow himself to be tyrannized by his pockets. I have known men to carry large bundles of letters, to say nothing of a large letter case, a massive cigar case, a couple of pipes, a box of cigarettes, a bulky tobacco pouch and a few other odd things. These same men have come to me and asked how it is that their coats always seem to look shabby so soon. The answer, in a word, has been: The pockets have spoiled the clothes."

* * *

THE English hat industry is in healthy condition despite local drawbacks such as strikes and export obstacles in the form of tariffs and keen foreign competition. The Manchester Guardian, in discussing the question of hat exports, says:—

"At present a good healthy tone prevails, and the prospects for the new year are regarded as excellent. In spite of tariffs and keen competition, the English-made hat is more than holding its own in foreign markets, and manufacturers who send to Canada, the United States, South America, and the Continent, are able to show good bookings and numerous inquiries. There is some prospect also of a market in China, but it is not expected that English manufacturers will be able to make much headway there against the cheaper Japanese goods. They are looking rather to Canada and South America for increased business."

"The same journal also states that since 1903 British exports of hats of all sorts have increased by £867,922 in value. This increase is greater than the total value of hat imports, which in 1911 amounted to £820,331 gross value. Of these no less than £321,304 worth were re-exported, leaving net imports of the value of £499,027. The Board of Trade returns classify hats under three headings—straw, felt, and "other materials." By far the greater portion of



Advices are to the effect that waists for men are coming in —as the cartoonist sees it.

English imports come under the third heading. The average price of exports in 1911 was—for felt hats 35s. 10d. per dozen and for straw hats 20s. 9d. per dozen. Imports values were—for felt hats 26s. 10d. per dozen, for straw hats 25s. 8d. per dozen, and for hats of "other materials" 29s. 8d. per dozen. According to the Census of Production, there were in 1907, 30,829 persons engaged in hat, bonnet, and cap factories and workshops, and 2,599 outworkers, the value of the output being £5,107,000. Hatters' fur factories and workshops employed a further 2,016 persons and 157 outworkers, the value of the output being £428,000.

Cornwall, Ont.—R. T. Woodside, superintendent of the Stormont mill of the Canadian Cottons, Limited, dropped dead on his way home from work. The rupture of a blood vessel in the brain is supposed to have been the cause.

"Monarch-Knit"

The Largest Knit Goods

WE LEAD IN
STYLE,
QUALITY,
WORKMANSHIP



B-44

Made in sizes, 22, 24, 26, 28, 30 and 32, also made in youths'. Size under youths', No. 10.



M-53

M-53— Shaker Coat—Strictly full fashioned throughout. This coat makes a very stylish and serviceable ladies' garment.



B-40

Monarch Knitting

Factories at DUNNVILLE, ST. CATHARINES, ST. THOMAS,

"Monarch-Knit"

Manufacturers in the World

The lines represented give a fair idea of the distinct style embodied in our immense range.



M-92

M-92—Made in Jumbo Stitch. This class of coat will be very popular for the coming season.



M-40—This coat is equipped with the famous "Tri-Collar" suitable to all kinds of weather.

M-40

Company, Limited

BUFFALO. Head Office: - - - DUNNVILLE, ONT.

Should Take Stock on Cost and Selling

Unanimous opinion of correspondents is that inventory should be taken on selling as well as cost price—Methods of aggressive merchants explained—Actual profit can be learned accurately in this way.

FEW questions have awakened more interest than that propounded in the last issue of The Review. Taking an inventory on cost or selling price is a merchandising problem of vital moment. The problem, as stated, was as follows:

> "Would it be advantageous for a merchant in taking an inventory, to have a knowledge of the total selling price of the merchandise which is on hand, as well as the cost?"

A large number of replies were received. The unanimous opinion expressed was that it is highly essential to take stock on selling price as well as cost price, and good reasons are advanced. Some of the best replies are appended:

* * *

Taken at Both Cost and Selling Price

Windsor, Ont.

"Would it be advantageous for a merchant in taking an inventory, to have a knowledge of the total selling price of the merchandise which is on hand, as well as the cost?"

The writer has no hesitation in saying, "Yes."

The old method of taking an inventory is to take the goods at actual invoice price. This is sometimes varied by taking all new and saleable lines at actual cost, and lines that have deteriorated in value at a valuation. This latter method seems to have found favor with the smaller stores throughout the country.

The system of taking inventory at the selling price was introduced by the large department stores, and in some respects serves their purposes well enough. But the merchant of the hour is not satisfied any more with guess work—he wants facts.

The exponents of taking stock at selling price claim that the selling value of an article is its real value, and that stock records should be kept on a selling price basis. They figure the cost of doing business on the selling price, add a small percentage for profit, deduct this from the selling price and claim they have the real value of the goods on hand.

By this method the cost of the goods sold is not known as that figure must be estimated. It is obvious that under certain conditions this would be inadvisable. For instance, if the buyer, or some other, has an interest in the business, and the profits are distributed annually, the profits would be divided according to estimated cost, which might or might not be accurate.

The old way of taking stock at cost price is necessary to any firm that desires accurate records. But by taking at both cost and selling price, we have a record that can be analyzed to show a great deal more information. It can be taken with but little more effort and does not require very much more time in entering.

Some of the advantages of taking at both prices might be stated:

First, the actual cost and selling price of the goods on hand is shown.

Second, the difference between the above shows the average profit marked over cost, in figures, or in percentages.

Third, the profits, or percentages on any line can be found.

Fourth, the profits marked on the stock on hand can be compared with those that were marked on the goods sold.

Lastly, this method combines all the good features of the other two.

The value of an inventory may be doubled by having a system of stock numbering that will show the season in which they were purchased. This is a simple thing in itself, but it is a wonderful benefit to the retailer.

There are any number of methods that could be used to indicate the season in which an article is bought, the simplest of which is the use of a season letter. This is merely a letter affixed to the original, or the store's own sample number, and indicates the half year in which the article arrived in the store.

When inventory is taken the goods of each season are taken separately as follows: the present season; the season immediately preceding; the season preceding that, and all goods of seasons more than a year and a half old. Such a record is at once a record of the standing of the goods on the shelves and a guide to future buying. No merchant would buy over and over again the goods that are sticking on his shelves. He would cut down certain pet departments that are showing up badly, and otherwise improve his store service.

An inventory should be more than a mere record of stock on hand, it should be a table of information that when subjected to the analysis of a thinking retailer will produce a fund of valuable information about his business. By all means take stock at both prices.

A. E. Edgar.

* * *

Both Are Necessary

Chatham, Ont.

Both are vitally important in relation to your knowledge of what your business is paying you. Neither cost nor selling can alone determine your

rate of profit. Generally a merchant has a fixed idea in his mind as to what percentage of profit to mark the different lines of goods.

But in this age of departmental selling when each department is a "store unto itself," when the expenses—salaries, light and heat, rent, etc.—are proportionately charged to each separate line of goods, an actual knowledge of this is obtained only by exact book keeping methods, resultant upon the earning powers of each separate department. The majority of concerns take stock on the cost, some few take it on the selling, and only a guess is ever arrived at as to the year's returns, being satisfactory. The book keeper has in his entry goods as per invoice, $15,000 bought during the year, rent $800, freight and express $300, insurance $150, salaries $2,500 (with no account taken of the merchants own time), extras $200. The year's sales $22,000. Mr. Merchant indifferently satisfied that there should be something over $3,000 for the year's profit.

This plan used to answer. He was ignorant whether his millinery ever paid a profit. He never thought it paid for the light the girls used. Staples never could make very much as they had to be marked too close.

So it must be his dress goods and small wears that helped out.

The bigger concerns took up the idea of separating the different lines, and gradually evolved a system of book keeping that told what lines were profitable and what not, and now no real merchant is satisfied unless every department is on a paying basis.

But to get back to the question, should the cost and selling be taken at inventory?

I should say yes—for this is the only definite way of knowing your exact rates of profits. After once determining this on the individual department plan, it's an easy matter to keep this as a guide for subsequent years, after once taking the cost and selling a repetition would not be necessary.

A correct system of department book keeping will reveal the percentage of expenses to charge to each individual department, taking into account the salaries, freight and express, rent or taxes, insurance, proportion of window expense, delivery, general managers salary, etc.

So nearly perfect has this system become that it's a common thing for a going concern to change hands in a night, so exact are the department books kept at a glance the amount of stock on hand can be determined and what the business has been paying.

Under this plan, by taking the cost and selling and finding what percentage of profit each department is paying, it will be an easy matter to apply the remedy.

The millinery may need some drastic increase to cope with the loss. You may find a remedy in giving shorter contract with work-room help and by more care in buying you may find that night work is false economy; that spare hours in a dull season may be put to good use. One milliner at the present time has to keep in her stock a nice assortment of children's Summer straw hats made up of broken lines of straw braids. These she had worked up in spare time in December and January.

There is no better way of taking stock of your stock than by finding out what profit you are making and what it cost to make it, and this may be determined by listing both cost and selling price at inventory.

Cost Price Necessary

Montreal, Que.

With reference to question in your January, 1913 issue, having made a study of this matter from all points of view, would give the following opinion:

The taking of an inventory is undoubtedly one of the most important factors the merchant has to consider in the working of a business, for it tells the results of the efforts put forth in the merchandising of a business, from the buying and selling point of view over a given period.

It is absolutely essential to take a stock at cost price, as this is the only means the merchant has of arriving at the exact amount of profit made during a certain season, also the only means of knowing the correct value from a buyer's point of view of the goods on hand.

In taking an inventory at selling price, it is necessary to deduct a percentage in order to obtain the actual purchase value of stock on hand, and as goods in some cases are bought to better adanvantage it is impossible to arrive at the actual cost of stock.

Some firms take their inventory at both cost and selling prices. This is good for certain checking purposes. It enables a merchant to arrive at an average percentage being made on his sales, and also to gauge in advance the amount of profit he can make on a certain turnover, which would be useful in the case of anticipated extensions and improvements.

Another important point in taking an inventory is to depreciate all goods that are not worth what they cost of their actual value.

Leo E. Falkner.

A Great Advantage

Orillia, Ont.

In reply to your question, would it be advantageous for a merchant in taking an inventory to have a knowledge of the total selling price of the merchandise which is on hand as well as the cost. I think it would be a very great advantage to know the exact retail value of his stock as well as the invoice or cost price.

Continued on page 51.

Men's Evening Wear and Hats in Artistic Display





Floral decoration, Astral ferns in seasonable tints and yellow "mums." Background, tan felt; floor, tan felt to match. Arranged by Warren Andrews, for Anderson Co., Ltd., St. Thomas.

Continued from page 79.

Now, for instance, let us take a dress goods stock. At the end of January of the present year, supposing a merchant finds that he has the following stocks of dress goods on hand:

No. of yds.	Cost per yd.	Tl. cost.	Tl. retail.	Total profits
83 .17	$14.11	.25	$20.75	$ 6.64
13 .98½	2.40	.25	3.18	.78
322 .19	28.18	.39	96.60	38.42
17¾ .22	3.89	.30	5.31	1.42

Now, I would think it would be a good system for a merchant to keep a stock list of the dress goods that come in with the Spring and Fall, also sorting, shipments. I would suggest that the list be kept the same as stock list shown. Also that a special order list be kept. For instance, supposing a lady came in and wanted a certain piece of goods and the merchant did not have it in stock, but sent for samples and in that way made the sale.

Now I would mark the goods that were in stock in January 1913, R.S. 13, which would be known as regular stock carried over from 1912. The Spring goods that came in, S. 1913, which could always be referred to, and it would be known just exactly when they were put in stock. I would also mark Fall goods, F.S. 1913, and sorting goods S.F. 1913. By marking the goods in the above way the merchant could take his sheets and go down to the man of his dress goods department and find out exactly how many pieces of R.S. were still in stock, also if they were good sellers; if there were good profits in them. If they are slow sellers there is something wrong; there is not enough money in them to make the department pay. If they have been on the shelves too long, any business merchant would at once see they would not make money for him lying there and would turn them into money in some shape or other and invest it in the kind of goods that he could sell rapidly and make a good profit on, thus making his department pay.

For instance, he could look at his stock sheet of January 1913 and say, "How is that piece of goods R.S. cost 59c, retails for 90c?" If he finds out it is not selling, I would consider it good business to mark it down to a price, say 75c. and see if it would sell at that. Now, supposing he comes down to the head of the department at the end of another month and enquires if the piece R.S., cost 59c., retails for 90c. marked down to 75c. is selling. He finds the piece is half sold. He comes to the conclusion that it must have been marked too high at first or something. He inquires of R.S. cost 60c. retails at 90c., he finds it has been a very good seller. Now he finds that he can make a good profit on one piece of goods and sell it rapidly and make money out of it. The other one is slow and he has to cut his profit almost in two to sell it. He knows where he has bought each piece of goods. He knows which one pays him the best dividend to handle. Therefore he knows which house to buy that certain line of goods from to his own best advantage.

Now when he comes to a sticker, as above mentioned, he should mark the price it was marked down to on his stock list, also the number of yards in the piece. Now if this was done with each piece of goods and the total cost price, total selling price also where price had to be marked down, at the end of each month he could find out by comparing his lists with the sales from the department and allowing a certain percentage for remnants, etc., just exactly how much stock there was in the department—whether it was too heavy, too low or whether it was moving as fast as it should or not. Also he could push out the fast and slow sellers and this I think would give him a very good knowledge of just what kind of goods to buy and where to buy them to the best possible advantage.

I think by having a system like the above mentioned a merchant would be able to get his departments right down to a science and make them move more rapidly and keep them cleaner (free from old stock) and make more money out of them.

By keeping the separate stock lists he could also find out just at what season of the year he made the most money out of each season's goods.

J. J. McNab.

How Stock Was Taken

S. Vancouver, B.C.

Is it an advantage to know the total selling price as well as the total cost in an inventory? I say yes. For instance, some stores do not mark the cost price on a garment but take the inventory from the selling price. The advantage comes here. If you know what your stock cost you and also what it is worth at the selling price, you can get the percentage of your profit on the whole.

I have helped take stock where the system had been adopted of taking inventory by the selling price. Of course, it was done this way: Ties, gloves and hosiery were called in and a discount of 25 per cent. taken off the selling price; sweaters, underwear, and shirts 33 1-3 off; clothing ,hats, and suitings 40 per cent. off, and so on until the whole stock had been gone through. Of course, in the first place the lines had to be placed together that bore about the same rate of profit and taken in at both cost and selling price for future reference to get as nearly exact as possible.

Then, too, the office had a good chance to review the different departments and find out what lines were the most profitable and also the weak ones.

F. J. Lancaster.

Important to Take Both

Peterboro', Ont.

I consider it quite essential when taking stock to figure the selling as well as the cost price. Otherwise it would be impossible to tell at what advance your stock is marked. It is quite important to know this, if not absolutely necessary, because the cost of doing business hardly ever remains stationary and in practically every case the percentage is considerably higher than it was five years ago. If this is so, the advance at which the stock is marked should also increase. Another very important reason for knowing the advance your stock is marked at is this. By knowing this, together with your sales and purchases each month, you can get a fairly accurate estimate of the amount of your stock the first of every month. Unless you know this, it is necessary to wait until stock-taking, either one or twice a year to know how much merchandize you have on hand. When taking stock, it is very little extra work to take both cost and selling, so that I would consider it very poor business to take only the cost.

MANAGER.

Selling Figures Necessary

The chief purpose in taking an inventory is to get at the value of the stock were it placed on the market under the most favorable conditions. It is a most unusual thing for a stock to sell at cost price. When business is carried on in the usual way by its present owner it can be disposed of at cost, but when any unforeseen things happen and the stock is thrown on the market, which happens to 90 per cent. of stocks sooner or later, then 75 to 85 per cent. of the cost is as much as the best stock will bring. So that in taking an inventory the merchant to be just to himself and his creditors, should take it at the present selling price, which cannot be more than 85 per cent. of its cost; and if it is not first-class should be taken at less. Having bought and sold stocks all depends on the stock itself to determine its value. Some stock is good sale at 85 per cent., others are poor at 50 per cent. I think it a great advantage for a merchant to look at things from a business standpoint, which would be to face the selling price.

An old retail dry goods merchant lately transferred to the wholesale.

EXPERIENCE.

Helps Find the Leaks

Vancouver, B.C.

In reply to your question in 15th January number, would say I certainly consider it a great advantage to know both the cost and retail price in taking stock and have them recorded in stock bank.

1st—Less errors will happen in stocktaking, for in almost every store there are one or more clerks to whom the cost price means nothing but letters or figures, so if each slip had both cost and retail the merchant when copying into the stock book would note at once if the cost was wrong by the great difference or lack of difference between the two prices, for it is almost impossible to get a cost mark which has every letter or figure so different that an error is not easily made.

2nd—It gives a merchant better knowledge of his real average profit. It is not unusual for a man to wonder where the profit he thought he was making has gone. I submit that if a merchant takes both cost and retail of every article, and whether his store is in department or not, if he takes his stock down in sections, such as staples, fancy goods, men's goods, gloves, hosiery, etc., and figures out the average profit he has marked on each of these sections, then divides his sales as nearly as possible in the proportion of business done in each section, he may find some of the leaks his profits have been getting through, for while his average marked profit may be, say, 45 per cent. cost, still the average profit on his staples may prove to be only, say, 25 per cent., and may show an actual net loss; and, although he may have an average of 75 per cent. on fancy goods, if the turnover in staples is much greater, it may run away with a lot of fancy goods margins. So the real profit on turnover is nothing like 45 per cent. on cost, or 31 per cent. on turnover, as he might think, if he does not take the stock in sections.

3rd—If a man carries a stock of $20,000 and his turnover is $40,000, he is fairly well satisfied, as he turns his stock twice, but let him take both cost and retail and find out that the marked price of his stock is, say, $29,000, I submit he will feel very much like trying to increase his sales or see where he can reduce his stock for a 29,000 stock with a 40,000 turnover looks different, and a man materially thinks in the figures of his stock book, for if cost and profits should be figured on turnovers, why shouldn't turnovers be figured on marked price, not cost price, of goods?

These changes make a little more work, but very little except the double extensions in the stock bood, and it seems to me the extra knowledge gained is very well worth while. SUBSCRIBER.

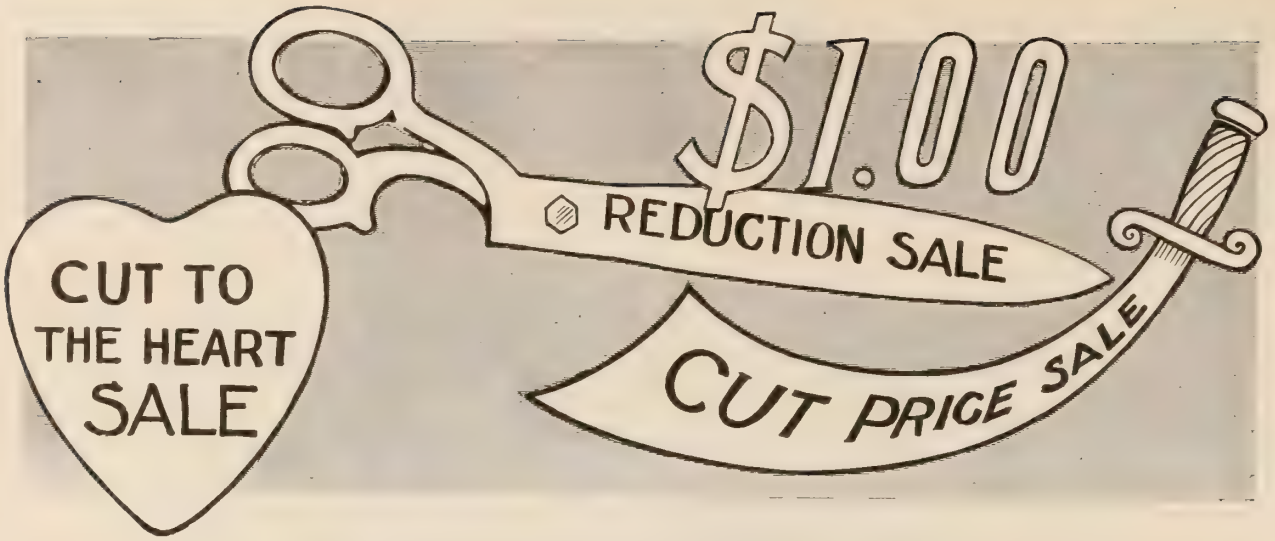
Winnipeg, Man.—The death occurred at Fort Resolution, Mackenzie River, on December 5, of one of the most noted Hudson Bay Company fur traders of recent years, Robert McLenaghen by name. He has two brothers, John and James in Toronto.

Thamesville, Ont.—Geo. Hardy has bought out the men's wear and general stock of J. W. McGaffey.

St. Thomas, Ont.—Abe Squires, who for the past two years has been manager of the local store of Woolworth, Limited, received notification on Saturday that he had been appointed manager of the firm's store in Winnipeg.



A suggestion for a neat and effective unit, showing a complete outfit from hat to footwear. The various articles are arranged with an eye to effect, and the scheme of distribution has some novelty phases which are commendable.



Some samples of streamers used in men's wear stores.

Developments of the Streamer Idea

Stores are going in for this kind of display more strongly than ever before—Competition is becoming keen—Merits and weaknesses of the idea—Should streamers be allowed to completely subordinate window displays even for a short time?

A MARKED development in methods of window advertising of late years and more especially during the past few months, has been the use made of streamers. The tendency has been noted particularly in the larger centres, where the streamer habit has become very common. At the present time, stores are vying one with another in producing new ideas and effects and some very original schemes are being introduced. Many of the latest kinds of streamers are extremely effective, but many are also of the "freaky" variety and not a few are to be roundly condemned.

Peculiarly enough, the streamer habit seems to be taken up with greater avidity by men's furnishers than by merchants in other lines. The competition between haberdashery stores in the bigger cities is becoming keen. For the past two months, the writer has watched two establishments which stand on opposite corners and which have been fiercely battling for supremacy in the matter of streamer anouncements. One day something new and startling will be seen in one store, and it will really seem that the limit of ingenuity and the height of bombast has been reached. But, lo and behold! the very next day finds merchant number two with something still more ingenious perhaps, and certainly more bombastic. At various stages of the rivalry, both stores have been literally plastered over with signs and streamers.

Although the streamer idea is an old one, and has been carried on for many years, the tendency now is very marked to carry the idea to extremes. Some discussion of the merits and weaknesses of streamer advertising will, therefore, be of interest at the present juncture.

Streamers have been so inevitably connected with "going out of business" sales and bankrupt clearances that, in smaller places at least, they are still mentally associated, to some extent with those events. Some merchants are inclined, therefore, to regard their introduction with reluctance, fearing that they might give rise to false impressions, which if only temporary would nevertheless be harmful. This danger need not be feared after the idea has once



Streamer used by Sellers-Gough Co., Toronto, for a long time, with good effect.

been used. Streamers can be used for special sales without giving rise to any false impressions on the part of the public; in fact, people soon come to associate the periodical clearance sales of a firm with the streamer campaign used for such occasion. "Blank's whitewear sale is on," they say, when the streamers just put in an appearance.

Few there are who doubt or dispute the expediency of the clearance sale. Departmental stores have proved that it pays to adopt a rigid policy of rushing goods out of the store as soon as any danger of surplus stocks being left over presents itself. At the end of a season, the fag end of the season's stock is offered to the public at terms which make a complete clear-

ance certain. Smaller merchants can carry out the same idea, on a lesser scale perhaps, but with results just as surely.

As a factor in promoting clearance sales, the streamer is of recognized value.

During the past few months, many varieties of streamers have been introduced. One of the most common is the triangular shape shown in Fig. 1, which covers half the window. Another common shape is that shown in Fig. 2, which also covers half the window space. Some dealers have carried this idea still further, taking up two-thirds and even three-quarters of the window.

When streamers of these types are used, the inevitable result is to completely nullify the effect of the display in the window. People see the streamer; they seldom look behind it. The interior of the window is darkened and the percentage of passersby who see anything but the streamer in the window is small indeed. Windows should not be utilized in this way, unless the merchant is convinced that the streamers will bring better results than window displays.

To a certain extent, this is actually the case. A special sale requires a special effort. Only a percentage of people will stop to look at a window display, no matter how clever it may be. Practically all will look at a streamer. Its size and the boldness of its letters compel attention.

From the standpoint of display effectiveness, an interesting problem arises here. Will the streamer without the assistance of effective window displays be sufficient to win more than the passing notice of the public, to interest them sufficiently in the sale to draw them within the store? Merchants who paste up their windows with the large sized streamers shown in Figs. 1 and 2, are acting on the supposition that they will be sufficient, for certainly streamers of this size completely dwarf the displays behind them.

In the opinion of many who have given the question close study, it is not advisable to thus completely subordinate window displays to streamers, even for brief intervals. They hold that it is better to work both together; which, of course, is quite feasible.



Figure No. 1, showing popular triangular streamer.



Figure No. 2, showing another common style of streamer.

If the upper part of the window is used for a streamer, the effect of the display is not lost to any extent. Above the level of the eye is more or less lost space with many varieties of displays. At the same time, the effect from the streamers will not be lost if only the upper part of the window is used. If the V shaped streamer in Fig. 1 had been made the size indicated by the inside line, or even smaller, the effect would have been just as good and the window space behind would not have been rendered absolutely useless.

The tendency has perhaps been more marked to use small signs. Some of the ideas in this way recently carried out by men's wear stores are shown. One dealer had the heart-shaped sign, size about eighteen inches across, pasted in his windows at intervals of six feet. They did not in any sense obscure the view of the window displays and yet they denoted most unmistakably that a merchandising event out of the ordinary was being conducted. While fault may be found with such trite expressions as "cut to the heart" sale, there can be no doubt that

Another merchant had representations of scimitars in his windows, the suggestion of a cut in prices being thus given. The same result was obtained by another store which used cut-outs representing tailor's shears. In neither case did the streamer interfere with a clear view of the interior of the window.

In some cases, stores are adopting distinctive signs for their windows which are used not for special sales, but the whole year around. The result of this plan is that the sign becomes familiar to the public, and becomes a sort of "window trade mark." Undoubtedly, this proves a valuable publicity feature and one of the things about it that will appeal is that there is no expense attached, or at least very little.

Essentials of Clothing Salesmanship

Extracts from a bright address—Do not regard the customer as an enemy—Courtesy and amiability are strong points, though familiarity should be avoided—Knowing the stock is one of the prime essentials—Closing the deal.

THE following extracts from an address on salesmanship, applied particularly to the handling of customers in a men's clothing store will be found particularly interesting. Salient features of salesmanship are dealt with on a broad basis, and the advice given is well worth earnest consideration:

"Greet the customer with a smile, when he is the sort of a man to whom a smile will be agreeable. Some men think you are 'soft' when you come forward with a smile. Greet the man according to his temperament; an unbending customer greet with an earnest, polite expression.

"Induce the customer to take his coat off as early in the sale as possible. It is an evidence of his earnest intention to buy. When the new coat is fitted on him avoid saying: 'It fits perfectly.' There is nothing perfect, much less the fit of a coat. Avoid placing the hands on his back, or on his person. This familiarity is resented by many customers, who will not say anything, but to whom such actions are most offensive.

"Neither use the term 'Brother,' as this, too, indicates a greater familiarity than the conditions warrant. As is usual, the customer will probably look at the set of the collar first. When he makes any criticism, draw his attention away from it by saying: 'The sleeves are just right, aren't they?' or a little long, or short, as the case may be. The salesman knows better than the customer does when the set and fit is right. Always draw his attention away from the point or feature to which he objects.

"Next, it is highly essential to know the exact cut of every make carried in the stock. Some of the lines vary so much that a coat marked 46 will be found to be no larger than another one marked 42. The fabrics of soft material will not give the same satisfaction in the wear as those of the hard twisted and closely woven kind, and it is not wise to too highly extol the wearing qualities of the former cloths.

"It is expected of the salesman that he will sell the customer without alterations when possible, to avoid this additional expense, but when the garment does not fit the salesman will secure the confidence of the customer by telling him so, frankly and truly. Be honest, first, last and always.

"It is the habit of many salesmen to regard the customer as 'an enemy,' or to involuntarily criticize him, the moment he appears on the floor; this habit is much to be deprecated, for the customer will be as the salesman makes him, friendly or unfriendly. Always make a friend of the customer for the come-back trade. Never shake the head when making a sale, or gesticulate with the hands. These but make the false impression that it is necessary to bolster up the statements with such emphatic motions, rather than the use of the plain truth.

"Be pleasant and accommodating at all times. To illustrate the advantages which come to an accommodating person on the floor, I will relate an incident of two youngsters who were employed at a wrapping desk as cash boys. The one was of an obliging disposition, and would do a favor any time for the salesmen on the floor when it was within his power. The other boy always rested on his rights, and would cry out 'Busy' when asked to do this or that. The former learned the stock, and is now on the floor as a salesman with a good salary; the other boy is still at the desk, and will remain there until he is fired for impertinence or incompetency. Being accommodating pays.

"To avoid asking questions all the time, in season and out, learn the stock. Know the peculiarities of every make of garment in the house. Some 36's are slight, others full cut, the models usually determine this for the salesman. Know what the different lot numbers mean, and what they indicate in shading, length and cut.

"You can tell much about a man by his walk and general bearing. The 'looker' can be interested and made to buy very frequently, if he be but correctly handled. He would not come in the house if he were not interested in the goods on sale in the store. The suggestion that he open a charge account will often sell him. The salesman must exercise caution and good judgment in making this suggestion, to avoid having him refused credit at the office.

"Many sales are made to the 'looker' by suggesting that he secure an option on the garment or suit by making a deposit of, say, one-fifth to one-fourth of the price; then when he comes in with his wife or to see it again, he will rarely ever look at any other garment. A little money down shows he has had the desire created in him to own this particular garment. Do not be hypercritical with the customer when studying him. Let him talk to 'get a line on him.' Do not show any impatience. Patience is better than opposition. Use kindly interest, diplomacy, and then earnest argument. Let him handle the goods which have been shown him, and bring him back to the garment which, in your judgment, is the proper one for him to buy.

"Use judgment in showing the customer; show him until he is interested, then go strong to the closing. It is five times as hard to regain lost ground as it is to cover it properly from the start. Therefore, learn how to approach the customer at the beginning, to make a friend of him. Refuse to sell him the garment when it does not fit him; look him straight in the face when telling him so, and he will believe you. Sell all customers for the come-back feature, if not in person, to the salesman, at least to the house. Personal trade is an uncertain factor. A salesman may spend his entire salary to create a personal following, but he cannot always control it, and it is the trade of the house after all.

"To the customer who will not talk, 'ride him'; i.e., be so insistent that he will express himself. He it is who is the hardest customer of all, and he must be diplomatically driven to tell what he wants. Foreigners who will not talk must be driven.

"Do not oversell the customer or induce him to buy more than he can pay for. Never raise the price the man tells you he wants to pay. When he refuses to name a limit, then judge the man by the clothing he has on and his general appearance. The customer who says 'show me' is hard to handle, for the salesman does not know where to begin his efforts and must create an interest by patient endeavor.

"The customer who likes everything he sees, is pleased with all the goods shown him, is no buyer now; he may be in the future, but it is not often he is sold at this time. To handle a crank, show him goods until you interest him, then assume an earnest tone and manner, and crowd him to the issue. Crabbed customers are so because they are giving away to their impulses like children, and they must be handled like children: no catering to the crabbed man, but be earnest.

"Never argue with a customer. The principle adopted by many successful houses is 'The customer is always right.' Take what he has to say without answering back. He will probably be sorry for his rudeness. No sale should ever be made with a bluffing manner. Every salesman has lost sales by being too particular about small matters. There is but one object in view, and that is to sell the man and to insure his friendship. Therefore pass up little things and stick to the main issue. Do not try to give a customer the history of the merchandise, like the fakir delivers his patent medicine talk, or like the talk of a drunken sailor. Be sincere, look him in the eye, keep hands, heads and body still, and with simple speech handle the customer according to his personality.

"When a man brings his wife with him to select a suit, sell the woman by all means, and should they disagree, lay out several garments and go away and let them handle the goods. In a short time they will have made a selection. This can also be done with customers who want time to meditate. Leave three or four coats with them from which they can make their selection, while the salesman will be seemingly engaged elsewhere. It is like doubling with customers on Saturdays. Years ago a salesman could wait on several customers at once, but if he can handle two to-day he is doing well.

"Never get angry at the customer. Bear in mind he is favoring you by coming into the store and paying you his money, and it is the duty of the salesman to treat him politely and courteously at all times. He knows, or thinks he knows, what he wants, and if his views are to be changed it must be done in a manner to make a good friend of him. For telling a customer, 'Do not be a back number, this is 1913 instead of 1800,' a salesman was discharged from a big store quite recently.

"Early in the season the customers are easier sold than those who attend the clearance sales after the season is over. Clothing buyers formerly shopped Saturday morning, but now a representative salesman may have less than a hundred dollars on his books at the noon hour, and wind up the day at closing time with from six to ten hundred dollars.

"Consider the feelings of the customer and cater to his self-love, pride or vanity. A customer asked for a 44 stout chinchilla overcoat with a shawl collar and belt, and when it was tried on the size of the man in such a cut and material made him look like a porpoise, and his companion could not avoid smiling at him. What to do was the question, and stepping between the tables, the salesman did some pretty hard thinking in a few seconds, and bethought himself of a certain chinchilla coat with a velvet collar, similar in color to the one worn by the companion of the buyer. As this was above the price the customer had said he wished to pay, the salesman consulted with him after this fashion: 'Will you go to $25 for a coat which was sold at $35, but now marked down?' The failure to be pleased with the first garment caused him to be less critical, and he expressed himself as willing to pay more, if he could find something which would please him exactly. Upon producing the garment, the companion expressed himself as being better pleased with it than any before shown, thus eliminating a serious objection and hindrance to the sale. When this overcoat was tried on the narrow velvet collar prevented the size of the man from being so conspicuous, and the sale was closed without further difficulty.

"Think about the store, think about how you will improve yourself, how to avoid the mistakes of the day. Every man has his own plan to sell, and let him perfect it. Make a study of all the men you meet, for any one of them may be your customer within the day, and though it will not be this very man, it will be one like him, and belonging to his

(Continued on page 94.)

Small Sale Led to Profitable Transactions

How tact led to big sales—Customer who entered store for 75 cent cap spends $15 and sends other customers to store who spend $25—A story with a moral.

A LETTER containing an account of interesting sales episodes, has been received from J. J. McNab, Orillia, tells how the use of sales diplomacy in one instance led to a series of profitable transactions. The story contains a moral not hard to find:

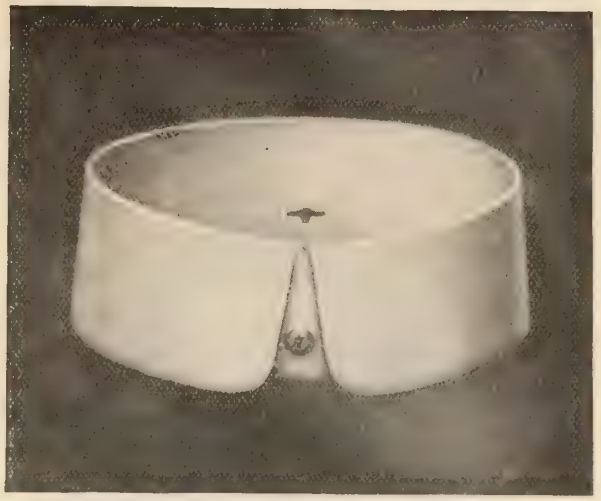
A few days before Christmas a young fellow came to the store and wanted to see our caps. I showed him these and, after a few minutes had been spent on deciding, he selected one. I then asked him if there was anything else I could get him. He said, "No, I have got all for to-day." I replied, "We have a very nice line of sweater coats just received for our Christmas trade. They are splendid value." He said, "I just bought this coat a week ago and paid five dollars for it."

I examined it and knew at once ours could beat it in both price and value. So I determined to show ours to him so as to demonstrate to him that we sold better goods for less money than they did where he had been in the habit of doing his buying. I then displayed our coats and asked him to try one of them on. To this he consented and then went to the glass and examined the fit of it. He examined the quality and I could see by the expression on his face that he was pleased with our goods. He then asked the price of it, and I told him it was four dollars. It was only a few moments until he said, "Well, I will just wear this one and keep it for a good coat and use that other one for working in."

I knew now that I had won the confidence of this customer and that it was my chance to score on him and sell him some more goods. I then asked him if he had purchased his winter supply of socks yet. I displayed some of our 50c. lines and sold him four pair of them. When he would buy socks I thought he might buy some underwear, so displayed some of our winter goods and after a little explanation on the class and quality of the goods, he picked on two suits at $2 per suit. I then thought if there was any chance of selling him more furnishings, I might just as well get after him, so I displayed some of our kerchiefs and sold him $2 worth of these. I then showed him garters, arm bands, cuff links, collar buttons, tie pins and clips, and sold him these to the amount of $2.25. I then thought I might sell him a suit or overcoat so inquired if I might show him some of our clothing. He replied that he had just bought a tailor-made overcoat and, as he had not worn his summer suit much, was going to make it do until Spring. I thought when I had sold him the fifteen dollars worth of furnishings when he only wanted a 75c. cap, that I might be able to work up a prospect of a suit or overcoat also. So I began showing him some of our ready-mades and also explained that we had the made-to-order system as well. I explained to him the way our garments were made, the quality of goods in them, the linings, paddings and so forth. Then I displayed before him our swatches of suitings and overcoatings, and showed him the different styles, patterns, etc. He said that he really did not need any. I said: "Well, that is all right. When you want your Spring suit come in and we will guarantee to fit you up to your entire satisfaction. And in the meantime should you find out that any person, possibly some of your friends, might want some clothing for Christmas, why here are a few of our cards, and, if you would be kind enough to give them one of these, I am sure you will oblige us very much and we shall endeavor to fix them up to their perfect satisfaction."

Now a very funny thing happened just the Saturday before Christmas. I was busy with a dress goods customer and noticed a lady and her son come in and go down the clothing side of the store. In about five minutes afterwards, just as I was almost through with my dress goods customer, I noticed the other lady and her son going out. Something seemed to tell me they had not been served, so I asked them if they had been waited on. "Well," she said, "no. We went back there but every one is busy." I said, "I have almost finished with this customer so if you will take this chair and sit down, I will wait on you in a few moments." To this she consented and when I had finished, which was in a very short time, I went over and asked her what I could get for them. She said, "I was wanting to get a suit for my son and there was a young friend of his, who was in here the other day looking at some clothing, gave us this card so we thought we would come in and have a look at it."

I then took them down to the clothing department and began displaying our suits. I had displayed almost all we had of his size and none of them seemed to just suit them both exactly. I suddenly thought of a suit we had ordered for a fellow and he had taken another one instead, so I said, "I have something here, madam, I think, perhaps would just fit your son." I displayed it and they were both well pleased with it. He tried it on and found it to fit perfectly except that the sleeves were a trifle short, so I explained that they were cut plenty long enough and that we would have them made the required length, without it affecting the appearance of the garment in any way. After this was explained they at once decided to take the fifteen-dollar suit. I asked her if there was anything else I could get for them while the coat was being altered. Well, she



Give "Arlington" Collars The Right-of-Way

in your store, and they will take you to a successful waterproof collar business. They are fast replacing the unserviceable ordinary linen or celluloid collars, because they require no laundering, wear much longer, and do not turn yellow. Made in six grades, each superior to any other make at the same or any price. Send for 1913 samples.

The Arlington Company of Canada, Limited

58 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



"KING EDWARD" SUSPENDERS

Retail 50 C. Price

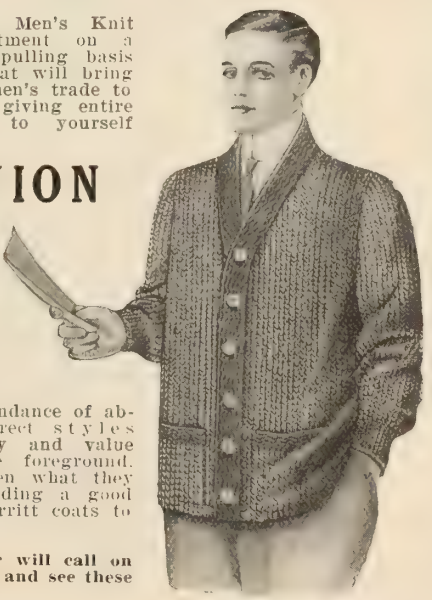


Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

BURRITT-IZE YOUR MEN'S KNIT COATS

Place your Men's Knit Coat department on a sound trade-pulling basis—a basis that will bring the young men's trade to your store, giving entire satisfaction to yourself and them.



DOMINION BRAND KNIT COATS

give an abundance of absolutely correct styles with quality and value ever in the foreground. Give the men what they want by adding a good range of Burritt coats to your stock.

Our traveller will call on you. Be sure and see these lines.

A. BURRITT & COMPANY

DOMINION MILLS
MITCHELL -:- -:- ONTARIO

said, she did want to get some drygoods; so I found out what she wanted and after showing her what we had, she bought ten dollars worth of dry goods from me.

Now our customer who came in and wanted nothing but a 75c. cap, was by the use of tact, won over, so that we sold him fifteen dollars worth of goods, and used him as an excellent advertising agent, which which proved very profitable to us. Of course, had we not just caught this lady on the spur of the moment, she might have come back and she might have bought at some other place, but our tact and advertising both worked out in perfect harmony and we got a $15 plus a $25 sale instead of a 75c. one at that time and I believe that as we have won the confidence of both those customers that we will get a good deal more of their business and that they will prove excellent advertising mediums for our store.

Big Deal Consummated

Semi-Ready Limited acquire factory and stores of R. J. Tooke Limited—Three Montreal retail stores are included in the purchase—Factories will be enlarged by new concern.

Montreal, Que.—A deal of considerable magnitude and importance to the clothing and haberdashery trade was consummated in Montreal this month, whereby Semi-Ready, Limited, manufacturers of ready-to-wear clothing, acquired possession of the factory, stores and other premises of R. J. Tooke, Limited, with a capital stock of $300,000. The negotiations leading up to the sale were conducted by Alfred Wood, vice-president of Semi-Ready, Limited, and R. J. Tooke for his own concern. The transaction is one of the largest straight purchases recorded in commercial circles for some time. Mr. Tooke is retiring from active business.



Alfred Wood, of Semi-Ready, Limited.

The three retail stores on St. James Street and on West and East St. Catherine Streets, Montreal, are included in the purchase, and it is the declared intention of the new owners to conduct the business with practically the same staff and managers. They purpose enlarging the factories and extending the operations of the Tooke Company throughout Canada.



R. J. Tooke.

While Glen S. Case will remain in charge of the up-town store of the Tooke concern, "Riley" Hern will move his present store into the same building, and will conduct a Semi-Ready store jointly with the Tooke furnishings.

Leslie B. Tooke remains with the new company, and will occupy an important position in the offices of the manufacturing and warehousing departments.

The present directors of the Semi-Ready Company were elected to the Tooke Board of Directors at a meeting held this month. These directors are: C. H. Nelson, president; Alfred Wood, vice-president; C. P. Creamer, managing director; H. A. Nelson, secretary-treasurer; J. N. Brownlee, C. F. Nelson and E. L. Nelson.

R. J. Tooke has been nearly forty-two years in business in Montreal. After several years of work in a dry goods house, he founded the business which he has just disposed of with his savings, a capital of less than $1,000. He is now comfortably within the list of Montreal's millionaires.

It is generally admitted that the younger men who have succeeded him will uphold the prestige and good name of the business which they have had the courage to assume.

BEAVER BRAND



Style No. 4675

Styles—
YOUNG MEN APPROVED

The young man to-day is the greatest style critic and what he says goes. Beaver Brand Sweater Coat Styles have always been a favorite with the young men of Canada because they embody that touch of the outside world that appeals to vigorous youth. Our 1913 styles will not disappoint. See them now.

Write Now for Samples.

R. M. BALLANTYNE
LIMITED

Manufacturers of Beaver Brand Knit Goods

STRATFORD - ONTARIO

IMPERIAL BRAND
PURE WOOL UNDERWEAR



Values that defy Competition

The verification of this statement is most pronounced in the fact that our line is meeting with greater success each year, and that the first orders are only the forerunners of more repeats throughout the season.

"Imperial Brand" Pure Wool Underwear has stood the test of years, and has grown more popular with the trade in the face of the keenest competition.

We are specialists in men's Natural Wool, Men's Elastic Knit, Men's High Grade Imperial, Men's Double Thread Balbriggan. Present delivery orders attended to promptly.

Send for samples of both Wool underwear for your present and Fall trade, and Balbriggan underwear for Summer selling.

KINGSTON HOSIERY COMPANY

Established 1880

Kingston, Ontario

Tobey Holds a "Peach-of-a-Sale"

Hamilton's inimitable advertiser, R, L. Tobey, conducts his usual first of year clearance sale with splendid results—Many "Tobeyisms" in the literature mailed out—Good value backed up the unique publicity measures.

THE inimitable R. L. Tobey, of Hamilton, has originated many advertising ideas which are, to say the least, unique. He has introduced personality into every effort that he has made to attract public attention; Tobey is writ large in every bit of "copy" produced. That the style has "caught on" is shown by the growth of the men's outfitting business of the "2 T's."

One of the ideas that R. L. Tobey has worked up with particularly good effect is the holding of an annual clearance sale at the first of each year. There is nothing new in this idea, but there is something distinctly new about the way he runs his sales. They are replete with "Tobeyisms." Typical of the whole plan usually followed is the name chosen. Last year it was a "bird-of-a-sale," this year it is "a peach-of-a-sale." Following out the latter idea, he has prepared literature which deals amusingly with the subject of peaches, grapes, lemons, cabbages, ets., as applied to sales. For instance, in dealing with cabbages, Tobey says: "Many men who miss this sale will feel that they have a head like a cabbage, after it is over. Many who attend it will think our Mr. Tobey has a head like a cabbage for selling goods so cheap." When he gets around to turnips, the following comforting reminder is given: "Though the turnip is of great value for feeding stock, it is not very nutritious, no less than 90 to 96 parts of its weight actually consisting of water. We are very glad to tell you that this is not a turnip sale, where 90 per cent. is water. No water in this Peach of a Sale. Just the solid Peach."

It must not be supposed, however, that the Tobey literature deals entirely with funnyisms. The jokes serve merely as an introduction to a striking line of selling talks.

A PROGRESSIVE COMPANY.

The "peach-of-a-sale" was held from December 28 to January 28, a full month. Not at any stage was the interest allowed to lag. One of the publicity measures which helped to keep interest up was the placing of four-sheet posters all over the city. Particular care had been taken with the preparation and printing of the posters, so that they were attractive. Some were displayed on frames outside the store door.

Several thousand booklets (containing the talks mentioned above) were printed and mailed out to customers throughout the city. A cut was secured showing a man's hand holding out a peach. This was used as the trademark of the sale. It was used in the circulars, on the posters, in the newspaper



A typical Tobey advertisement.



FROM DECEMBER 28th

TO

JANUARY 28th

TOBEY, THE 2-T'S

50 & 52 JAMES ST. NORTH, HAMILTON, ONT.

"Trademark" of Tobey's latest sale.

"Clothing that is different." *"Known from Coast to Coast."*

If you want the trade
of discriminating men,
handle

Campbell's Clothing

Let us tell you about our Special Order Service.

Spring Samples ready now.

The Campbell Manufacturing Company, Limited
MONTREAL



NOW IS THE TIME TO ORDER YOUR RACKS FOR THE SPRING TRADE.

OUR ECONOMY RACKS are made in our own **FACTORY** of best materials and workmanship. Large stock now ready for shipment.

Our new catalogue just off the press is full of new ideas for the up-to-date merchant.

WRITE FOR COPY TO-DAY

CLATWORTHY & SON, LTD.
TORONTO - - - ONTARIO

THE FIVE POINTS OF SUSPENDER COMFORT ARE IN "FIT-RITE"



No suspender, no matter how resilient the web may be, will ever give genuine comfort unless it fits perfectly. To fit perfectly it must first be adjusted so that there is no pull anywhere—no draw from the front or back, around the waist line or falling from the shoulders.

"Fit-Rite" suspenders are adjustable at five different points, thus ensuring perfect fit and comfort. Made of best quality elastic web, with heavy brass wire fittings and leather ends.

Write for prices today. We also make men's armlets, garters, leather belts, and all kinds of suspenders.

Made and sold by

The Canadian Suspender Manufacturing Co.
92 PETER ST. TORONTO

advertisements, and on all the price and show cards used in the store and in the windows. That picture became so familiar to the people of Hamilton that the "peach-of-a-sale" became almost a household word.

SOLD GOODS AS ADVERTISED.

Back of the publicity measures was a principle which was quite as effective in its way in bringing the business as the unique advertising. The people were offered goods exactly as advertised at exactly the prices advertised. If a certain value article were offered at a certain price, customers were given just exactly what was offered. In other words, the statements made in advertising were backed up to the fullest extent. People came to appreciate the fact that they could rely on whatever Tobey offered. And that helped a lot in making the sale a success.

Commenting on the results obtained by his sale, Mr. Tobey states that it was very successful, quite as successful in fact as the many unique sales that he has conducted in the past.

Canadian Trade Wanted

Vancouver, B.C.—"We want to build up a larger trade in cotton goods with Canada, and the prospects of developing the trade in textiles to a much greater extent than formerly are very bright.' That is the statement of W. A. Graham Clark, commercial agent representing the United States Department of Commerce and Labor, on his arrival in Vancouver. He has visited all the important cities in the Dominion and is at the present time conducting an investigation into trade conditions to ascertain the possibilities of extending this particular branch of trade with Canada.

"I find," continued Mr. Clark, "that there is a growing market for textiles in this country, as the mills on this side of the border do not appear to be keeping pace with the demand, and I am more than convinced that in the near future, Canada will be importing cotton goods on a much larger scale than in the past."

In conversation with the representative of The Dry Goods Review, he pointed out that Canada imported cotton last year to the value of $22,000,000. Of that amount Great Britain secured two-thirds and the United States the balance, and his mission was, he stated, with a view to seeing if further trade between the United States and the Dominion could not be fostered.

"There is thus," he added, "great room for improvement, and it is for the purpose of bringing about more extended trade relations that I am making the present tour." Mr. Clark started at Quebec and has paid a visit to every trade centre of importance while en route across the continent.

In the course of his wandering Mr. Clark has visited thirty-seven out of fifty-one independent countries in the world getting into the line of trade with a view to the expansion of business so far as the United States are concerned.

News Items

Vancouver, B.C.—The Co-operative Clothing Co. are going out of business and are holding a big clearing sale.

Zurich, Ont.—The Jackson Mfg. Co., makers of boys clothes, have started operations in their own factory.

New Liskeard, Ont.—W. J. Elliott and S. S. Ritchie have formed a partnership and gone into the general dry goods business.

Kingston, Ont.—John Orr, formerly a member of the firm of Richmond & Orr, passed away at the age of 61 years.

Essentials of Clothing Salesmanship

(Continued from page 87.)

class, and when you have thought out a plan to sell him, the plan will come to your hand when he comes into the store.

"Should the customer want to have a suit made by a custom tailor, tell him if he goes to a first-class man he must pay the price, and if he patronizes any cheap tailor who has had a brief training in some cutting school, or a short experience in a wholesale house, he will not get anything near the value he does in a first-class ready-made suit, like that which is to be had, at the price, in all high class clothing stores. The salesman should be so well posted in the cost of producing clothing that he can back his argument with the exact figures. In closing, reach the climax as quickly as possible. Say your say in an earnest, impressive manner, and then stop. To insure speed, waste no time in arguing. Concentrate. Hold the thought of speed constantly, then look it and act it.

"There is a big field in which to introduce the cultivation of efficiency. Men have been in some of the biggest stores for from ten to fifteen years, and have not had a raise of salary of $2 a week in a long time. Why? Because of their inefficiency. The salesman should go ahead, qualify for a bigger salary and ask for it. Make yourself worth more and get it. Go ahead all the time.

"Closing the deal is, as a matter of course, the most delicaté part of the sale, and in eight times out of ten failure to close the sale is caused by talking too much. There is one man on the floor whom I know who is always behind his calls for the reason he does not close his deals. He talks too much. Close your deals quickly, and with as little talk as possibly. Study your customer until you know him thoroughly and the next essential feature is that you know your merchandise as well as you know your own family."

Crescent Shirts

See the Special Summer Line



Lounge Collar Shirts will prove tremendous sellers this coming season.

Be sure you make a good showing.

Our special Summer line of shirts, an entirely new range, will be in the hands of our representatives 1st March for June delivery. A selection gives you the opportunity of extra business.

Shirt Department

Crescent Manufacturing Company, Limited

2 Inspector Street, Montreal

See that you have an ample stock of

Hewson Untearable and Bannockburn Tweeds

bought for Fall. They're going to be very popular. Also

OUR CELEBRATED MACKINAW

Your Wholesaler carries garments made from this famous all-wool HEWSON CLOTH. ASK him to let you see them.

Mackinaw Shirtings

famous for their durability—particularly suitable for Workingmen's Shirts.

SOLD ONLY THROUGH JOBBERS AND CLOTHING MANUFACTURERS

Hewson Pure Wool Textiles

Limited

Amherst, N.S.



Lion Brand Clothing is Popular

We are opening our fourth factory, at Zurich, Ont. The general excellence of "Lion Brand" Boys' Clothing has created such a demand from the progressive merchants from coast to coast that we have added greatly to our facilities, which will increase our output and ensure prompt delivery.

Write for our catalogue.

The Jackson Mfg. Co., Clinton

FACTORIES:

CLINTON GODERICH EXETER ZURICH

Full Dress Accessories

Everything needed for evening wear





HAT Clearing SALE

Our Best Models

Going, from

$1.75 to $2.25

Silhouette Work in Card Writing

The introduction of black figures does much to give distinction to a card—Amateurs can make silhouettes without any difficulty—How the idea can be introduced into highly artistic effects.

CARD writers can use silhouette drawings to splendid advantage. In the first place, they give plenty of contrast and make a striking looking card. The black figure stands out much more prominently than elaborate drawings would do. In the second place, they are comparatively simple to draw.

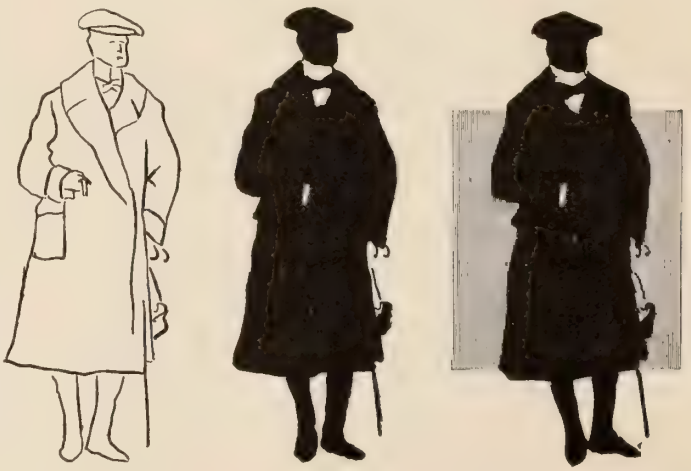
Many card writers do not attempt much in the way of ornamentation but stick to plain lettering because they feel that they lack the artistic ability to execute anything more difficult. As a result, they are very much limited in their scope. For such as these, the silhoutte figure can be recommended. To execute work of this kind does not entail any considerable degree of skill. In fact, the figures can be traced on the board and then inked by the veriest amateur.

A silhoutte drawing is made in two stages. It is necessary in the first place to draw the figure in roughly in pencil. Only by so doing is it possible to get the proper proportions in the figure and have the outline correct. The next step is to ink in the drawing, leaving the parts untouched which it is desired to have show white. Thus in the cards reproduced above, the parts left white are collar, shirt, vest, cuffs and spats. In the full length figure, the effect is much more striking than if an actual drawing of a man in full dress had been given. In the hat-card, a stripe effect in the cloth has been secured by running narrow lines of white through the black.

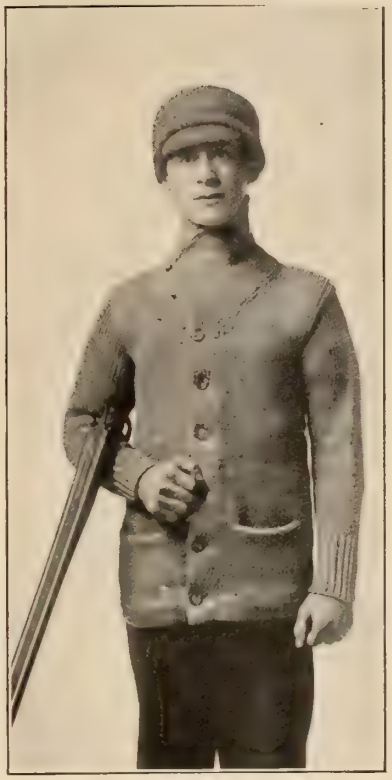
Rough sketches are reproduced to show the way in which silhouettes can be worked up. The first step is to sketch in the figure but this can be done by tracing quite handily. Clip a suitable illustration from some magazine and trace in the outlines as in the full length figure, in racing "togs." Then blacken in the desired parts. If desired, a further touch can be added by lining in a background, as a general rule, however, it is better to leave the figure alone as it will then stand out with double prominence and distinctness. A simpler measure still is to clip a figure from a magazine, close cut it and blacken in as desired. It can then be pasted on the card.

There are various modifications, or rather complications, of the silhouette idea which card writers with the necessary artistic qualifications can carry out. A certain school of artists, of which Coles Phillips is perhaps the best known, produce pleasing effects by leaving parts of their drawings blank, although the suggestion is there so strongly that the eye catches the idea at once. Thus the head, a collar, an arm, the waistline and the feet will be all that is shown to represent a figure and yet the drawing will have a suggestion of completeness. This class of work, while extremely effective, requires a high degree of skill. Some card writers have utilized the idea with the best of results.

Silhouettes can be used in any color, although black on a white ground is in many respects the most effective. Gray shades can be used to good effect. Some splendid cards have been seen where were faintly traced in light gray or in green lettering, being traced over in stronger shades. When work of this description is attempted, however, the card writer must have full confidence; for a wide share of ability is required to do it attractively.



Harvey Knitting Company, Limited, Woodstock



This exclusive line will be shown in your town before long for you to pass judgment on it. Give it a thorough inspection and compare our values with other lines offered you.

Harvey Knit Coats are hand made, full fashioned and handsomely finished. Also see our our line of Shaker Knit Coats and boy's knitted suits.

We sell only to the retail trade

Agents:

Maritime: F. S. White, St. Stephen, N.B. Quebec: P. DeGruchy & Son, 207 St. James St., Montreal. Ontario: J. E. McClung, 33 Melinda St., Toronto. Manitoba and N.W.: S. Groff & Sons, 290 McDermott Ave., Winnipeg. British Columbia: H. P. Lang, 601 Welton Bldg., Vancouver.



PIM'S IRISH POPLIN



For Distinction, Refinement, Durability, select

PIM'S IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers, William Street, Dublin.

Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg., Montreal.





You should see these lines for FALL 1913

Knitted Mufflers

A very complete line of Pure Silk and Artificial Silk Mufflers—About 70 varieties to choose from—All shades.

Knitted Gloves

A wide range of popular styles

Knitted Caps

Styles that will sell—No stickers.

Sweater Coats

All the best selling lines included in our new Fall range.

REGENT SHIRT CO., Limited

149 Notre Dame St. W. - MONTREAL

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

Editor of Dry Goods Review.—"We are opening a store of ladies specialties consisting of costumes, blouses, millinery, hosiery, etc., no piece goods. Any suggestions you could give us on the display will be gladly welcomed."

See Art of Display department. Any of the advertisers will be pleased to give full information of their lines.

* * *

Editor of Dry Goods Review.—"Please tell me where I can buy wooden stands for window display."

The Oscar Onken Co., 1656 Fourth Avenue Cincinnati, U.S.A.

• • •

Editor of Dry Goods Review.—"A customer of ours is enquiring for corsage bouquets to retail at $1.00 to $1.50. Where can we obtain same?"

R. D. Fairbairn, Co., Toronto, have silk and satin flowers for corsage bouquets. Any of the neckwear and millinery houses prepare them. Elliott, Sherring & Co., Toronto, make a specialty of this line. Artificial flowers are supplied in this arrangement by Botanical Decorating Co., Chicago, and Canadian Flower Co., Montreal, or by any of the artificial flower manufacturers. See advertisement in Art of Display section.

• • •

Editor of Dry Goods Review.—"Who are makers of surplices and caps for choirs?"

Home & Watts, Toronto; Miller Mfg. Co., Toronto.

• • •

Editor of Dry Goods Review.—"Please let me know who are makers of asbestos silence cloths?"

H. W. Johns-Mannville Co., Wellington Street, Toronto, and Kearney Mfg. Co., 148 W. 62nd Street, Chicago, manufacture asbestos silence cloths.

• • •

Editor of Dry Goods Review.—"Where can we procure Penelope cabled twist crochet cotton No. 30?"

We do not know this brand. D. M. C. Maple Leaf and Anchor brands can be supplied by any of the distributing houses, Anchor brand is controlled by Central Agency, Ltd., Toronto and Montreal.

• • •

Editor Dry Goods Review.—"We want to get card holders for the ends of dress goods boards. Can you give us the address of any firm who make these, also advise what kind of card holders you would advise using."

Victor H. Canaham, Guelph, makes card holders for the ends of dress goods boards. Taylor Mfg. Co., Hamilton, can supply them.

Different size square card holders, in any metal finish are considered the best because of the uniform appearance they give. They save the cards and both sides are used. Any of the fixture houses have them. Write for catalogue to Dale & Pearsall,, Clatworthy & Son, Toronto Brass Mfg. Co., or A. S. Richardson, Toronto, and Delefosse & Co., Montreal.

• • •

Editor Dry Goods Review.—"Where can we buy colored knitting wools (for stockings) from the manufacturers?"

You can procure colored knitting wools for hosiery from Bonner Worth Co., Peterboro, Ont. H. Binns, Empire Bldg., Toronto, represents one of the leading English mills, who specialize on yarns for the hosiery trade. J. & J. Baldwin, Ltd., have all grades of yarns. Their Canadian representative is Duncan Bell, Manchester Bldg., Toronto.

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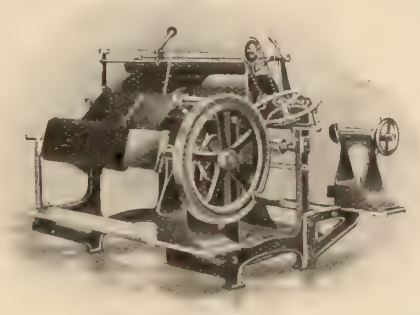
Editor of Dry Goods Review:—"What make of time clock in your opinion is the best for a dry goods establishment with about thirty hands. Something simple and accurate."

The International Time Recording Co., of Canada make over 400 kinds of time clocks. Choice of a satisfactory machine is a matter for personal selection and price.

Hand-Power Rolling and Measuring Machine

with Improved Rolling-Off Attachment and Special Arrangement for Inserting Paper Tape Measure

Splendid for Stock-taking



Saves Time, Money and Labor

This machine has been specially designed to meet the requirements of manufacturers and merchants at stock-taking times, having a special attachment for **Re-Lapping** and **Re-Measuring** pieces through the machine. All that is necessary for this operation is to fix the piece which is to be re-lapped between the **two special grips** at the back of the machine, and then pass through the machine in the ordinary way. This arrangement makes **obsolete** the present laborious method of unrolling by hand.

Also this machine is fitted with a very simple device for inserting a **paper tape measure,** a system of measuring piece goods which has every appearance of becoming universal. In addition to this, **the machine embodies all** that is necessary for Lapping and Measuring pieces in the ordinary way from the cuttle. The Rolling Heads are fitted with **ball-thrust bearings**, so that the machine can be operated with perfect ease.

The measuring clock is marked 100 yards and driven by machine-cut worm gear, and is constructed for measuring in yards or metres as desired.

Made by JOHN T. HARDAKER, Bradford, England

Sole Canadian Distributors and Selling Agents. **WALTER WILLIAMS & CO.,** 525 St. Paul St., MONTREAL 20 Wellington St. W., TORONTO

Underwear That is Built to Satisfy

WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

The delightful softness and comfort of this underwear is enthusiastically proclaimed by everyone who wears it. A feeling of satisfaction—both for yourself and your customer—goes with each sale of

MAPLE LEAF BRAND UNDERWEAR

And this feeling of satisfaction continues for a long time because this line abundantly fulfills the requirements of your best patrons as to quality, cut, finish and wear.

Before ordering underwear for next Fall and Winter it will pay you to see our large range of samples.

THOS. WATERHOUSE & COMPANY, LIMITED
INGERSOLL, ONT.
MONTREAL: Harold F. Watson, Weldon Co., Corlstine Building

The Review

is now giving a service with its two issues each month that is impossible with a monthly paper. You will always find the news first in **"The Review."** The paper that does things.

Style Features of the Spring Models

Descriptions of some of the most stylish showing in New York—Malines used in many ways—Aeroplane and Bunny bows are rivaling the Gaby bows in popularity—Beautiful floral garnitures.

CLOTHING manufacturers are preparing samples of Fall garments which will be on the road about March 15th. Wholesalers and manufacturers' ranges of suitings and overcoatings are expected to be ready within the month. Some early samples have been received. At present repeats are being booked for Spring delivery and buyers are in Europe assembling mill ranges for the selecting of the clothing and tailoring trade. First shipments of Fall materials have been received by the clothing makers and the early indications of coming styles and fabrics for more staple lines are assured. Reports from the English and Scotch mills show that early orders for Fall are satisfactory and contracts placed in advance are at firm prices.

Placing conditions differ for the clothing manufacturer and the wholesale house in buying. The former has to give the bulk of his orders in advance as no stock is made up at the mills. Wholesale representatives place their orders at the different mills after retail buyers have made their selections. In this way, the latter has the consensus of opinion of different parts of the trade. They also have an index to repeats. Instead of buying stock which in their judgment will sell, assortments carried now are based on general orders received. There is very little speculation. Samples left after the season's trip give a fair indication of the trend of demand, although they do not hint the novelties of the coming season. The difference between the ready-to-wear and the semi-ready clothing materials and those of more exclusive tailoring houses is met as far as possible by the experience of manufacturing buyers and the success with which cloths are featured by respective clothing mills.

This year stocks and the assortment of samples left after non-sellers and sold out swatches have been discarded, show an absence of tweeds and a scarcity of browns. This is met, of course, in repeats but is also an indication of the Fall demand. Worsteds have sold up well. Samples still carried contain many pleasing grays in soft shades and some of these neat patterns are likely to be favored later. Following mid-summer demand for tweeds, homespuns, and finer flannels in light grays, augmented by samples of midseason novelties in tweeds and worsteds, the Fall season is expected to favor a continuation of these features in patterns and colorings.

NATIONAL HUES AND SIMPLE DRAPERY FAVORED.

Fall clothing styles will conform to English outlines, modified to meet Canadian and American ideas. The cut is not to be extreme, but similar to present vogue. The tendency may be to closer lines but not to such an extent as in the clothing which marks the nationality of the wearer. In the cut of models being prepared in Fall 1913 samples, clothing manufacturers are approaching those outline features, which tend to give character and still retain sufficient drapery, desired by the careful dresser of good taste. At present, no decided changes from the natural outlines of the standard, athletic or stout men's garments is proposed. The idea is to develop a Canadian style for each figure without becoming too extreme for the dictates of business or occasion ethics. Manufacturers are not losing the effect of correct fit, which is essential to each model because of deportment, appearance or age of the wearer.

In the standard figure, the coat is about 31½ to 32 inches and in the athletic cut is 32½ inches. Two and three-button sacks, with long roll and sharp cut frock front and neatly cut-away in front but fitting in natural lines in shoulders and drapery over hips, are preferred. The vest is cut fairly high. Trousers are simple again and drop in a straight line with the creases; with average 21½ to 22½-inch knee and 16 to 16½-inch bottom or cuff. In the whole, manufacturers are obtaining distinctiveness in cut and outline because the garments are sufficiently form-fitting to retain the simplicity necessary with the inspiration of style.

Manufacturers are not ready yet to decide the ratio of fabrics but a good season on tweeds with a fair proportion of worsteds is looked for. This is largely a matter of business and style and one branch especially, young men's selection will favor tweeds. Norfolks and smart day or business dress is likely to demand tweeds or cheviot finished serges. For more conservative wear, worsteds in neat effects and in grays will lead.



"BE PREPARED"



For Big



BOY SCOUT BUSINESS

The fast increasing popularity of this patriotic movement makes it imperative that you go out after this trade

Be the OFFICIAL OUTFITTER of Your TOWN

and learn the great possibilities of successfully catering to the best boys' and girls' trade

We are in CONSTANT TOUCH With SCOUT HEADQUARTERS

and can supply you any information regarding these movements and the complete official outfit at the lowest cost



MILLER'S OFFICIAL OUTFITS LEAD AMERICA and are the standard for uniforms and accessories

We have special departments specializing in

MILITIA and CADET UNIFORMS, CHOIR VESTMENTS, And All WASHABLE CLOTHING For

Barbers, Waiters, Cooks, Butchers, Dentists, Doctors, Bartenders. Porters, etc.

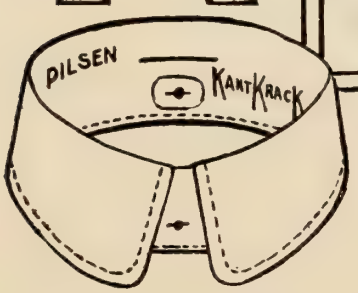
LET US KNOW HOW WE CAN HELP YOU

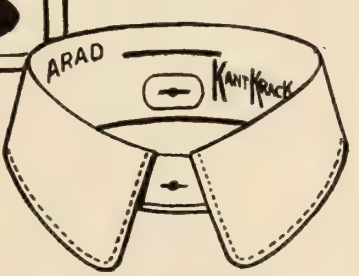
The Miller Manufacturing Company, Limited

251-3 Mutual St., -:- -:- -:- Toronto, Ont.

KANT KRACK

COATED LINEN COLLARS





Vastly The Best

because they are vastly different. And this is the difference; KANT KRACK Collars are real linen collars with a waterproof coating, pliable and wear-resisting with long slit back which gives when being attached without breaking, and the riveted flap which reinforces the usual weak part. Soap, water and sponge is the extent of the laundry bill. "*One grade only and that the best.*"

(Made in Canada)

The Parsons and Parsons Canadian Co.

HAMILTON -:- -:- -:- ONTARIO

Patterns will be small and neat. They consist of browns and grays in pick and pick, two and two, and delicate small hair-lines, birds' eyes, etc: Plain colors are preferred and, while the patterns are not marked, they obtain a definite character. The staple blues which cover numerous shades in rough-finished serges should be better than a year ago. Some lighter shades in novel blues and neat inconspicuous patterns are seen. Although the patterns are sufficienly different from those of a year ago to relieve the staple effect, which pertains to some lines of branded clothing.

BELTED AND PLEATED STYLES IN OVERCOATS.

Overcoats are designed for warmth and are intended to be practical and fit naturally. Convertible collar styles and belted makes with plain or raglan shoulders are booked as leading numbers. Lengths are shorter and button through kinds are preferred. About 45 inches is the extreme length and in most of the models, the hills from the shoulder to the skirt show fullness, while the belt is belted. Some of the garments have an inverted pleat or watteau and the back is contracted, with a broad belt, to show fullness. Most of the models are shoulder lined.

OVERCOATINGS FEATURE WARMTH.

The character of the cloths also lend themselves to the idea of warmth. Chinchillas, naps, moss-finished curls and Whitneys, heavy cloths are made up in numerous styles. All the cloths are soft-finished and usually feature brushed or curl finishes. The whole success of the coming season is defined by the demand for style rather than service. Many of these cloths are not likely to prove serviceable because this rap or curl is attached or taken out of the material itself. The texture of the fabric is loose and the cloths most likely to prove the season's success, both in design and colorings are mostly of this nature. But the development of ready-to-wear business is to combine an amount of style because the life of the garment depends on style and smartness for a season or until another change in style is promoted.

Cloths are mostly in soft shades and plain. In many cases the only color is introduced by the brushed effect on the small ground design, where a pattern is featured. The shades run to browns, soft tans and grays. Some of the garments are reversible but more plain than plaid back are included in the ranges.

MACKINAWS THE SEASON'S NOVELTY.

One of the season's novelties will be Mackinaws. These are made in English style, similar to an outing or hunting coat. The style is shown for Spring to some extent but, is not received as well as expected. They have done well in exclusive New York and many of the larger cities where they have been shown. Mackinaws are made in fancy cloths and the style of the garment is most applicable to a skeleton coat. They are typical Norfolks with shawl collar overshoulder pleats or pleated to a yoke and belted. They are 30 to 32 inches long and furnished with large buttons. The cloth is similar to an eiderdown only with more weight and texture and comes in four-color combinations. Blue and black, crimson and black, gray and black and brown and black. Both single and double plaids are shown by different houses.

The development of children's clothing in conjunction with the men's wear trade is growing along the demand for style, better garments and correct materials. Style is as important as in the adult section provided the cut and workmanship is right, merchants have a splendid opportunity, children's garments in suits, overcoats and reefers are selling as high as $15 a garment. Several clothing merchants are opening a department for girls' reefers, as many of the styles now made by manufacturers make a specialty of this high-class trade. Many merchants in the West handle exclusive lines and go after this branch of business which has been hitherto neglected. For Fall, several new models, for girls 14, 16, 18 years, are being prepared which are suitable for exclusive trade. These garments are equal in every way to the high-class tailoring and style dictates seen in larger-sized garments and take advantage of the demand for garments similar to those worn by elders. Success in smaller sizes and the amount of business done in the juvenile departments of the aggressive clothing stores suggests a growing turnover in these lines as a future development. This end of the department has practically no competition.

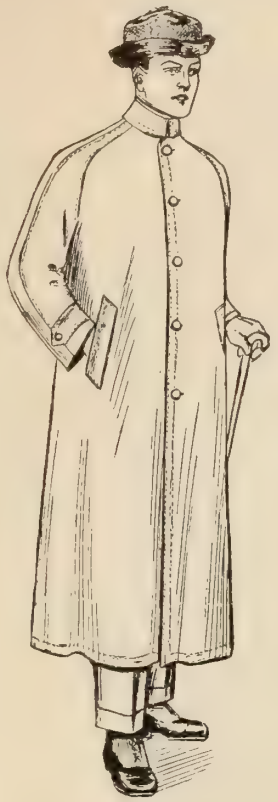
Moncton, N.B.—Alphee R. Robichaud has opened a mens' furnishing store on Main Street.

* * *

Pembroke, Ont.—Jas. Thackray and F. W. Schultz have opened a gents' furnishing store in the shop between Clarke & Andrews and the Pembroke House formerly occupied by F. W. Chambers.

* * *

St. Thomas, Ont.—Willard Howard, formerly of St. Thomas, who has for some time been men's furnishings buyer for R. McKay & Co., of Hamilton, received a pleasant surprise Saturday when John Campbell, on behalf of his fellow employees, presented him with a purse of gold and a fountain pen. Mr. Howard has purchased the stock of Chas. Shields, King Street east, and intends remodeling the store and open an up-to-date men's furnishing store.



1006—Leader Raglan
$7.00
Double texture Paramatta, in fawn, brown and reseda.

"All That The Name Implies"

The "QUALITY" *Brand*

Waterproofs

For Men, Women, Children

QUALITY IN FIT STYLE MAKE

Samples Sent Prepaid on Request.

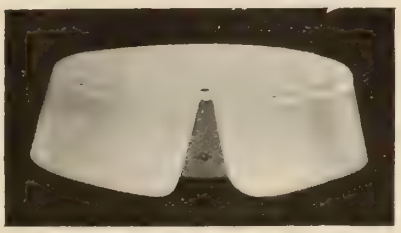
Toronto Waterproof Mfg. Company

30 Wellington Street West
TORONTO



717—Motor
$5.50
Single texture Paramatta, in fawn and reseda.

S. D. COLLARS



Dressy Linen Collars Minus the Laundry Bill

Everyday sees the famous S. D. Collars grow in greater favor with the Canadian trade. They sell readily at a good profit and give entire satisfaction. Being waterproof real linen collars they eliminate the laundry bill entirely. No breakage, no odor, absolute service, made in three qualities.

Linolo	at	$2.00	List
Lima	"	1.50	"
Peerless	"	1.25	"

Made in linen, gloss and dull finish. Sizes, 12-18.

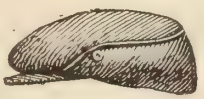
Write for catalog and discounts to-day.

The Smith-D'Entremont Co., Limited
1475-77 Queen Street West - - Toronto

WREYFORD & CO.

TORONTO

Wholesale Men's Furnishers







For Immediate Shipment—

"Viator" and Aviation Caps
from $6.00 dozen.

Tress' Winter Caps
Camelhair and Grey Fleece—$12.00.

Scotch Knit Gloves
$3.40, 4.50, 6.50, 9.00, 10.50

Coat Sweaters
With Collars

YOUNG & ROCHESTER'S
New Neckwear and Shirts.

Hat Styles for the Fall Trade

Showing of soft hats will be larger than last year but diversity of shapes will not be so marked—Neater shapes to be worn in Derbys—Rakish styles are passing.

ONE Fall and Winter season is hardly over before manufacturers are ready with lines for the following year. First ranges of mens' hats are ready for 1913 season. Early indications are that the later influences of this season are to be felt in the style ratio of next season's styles. Some changes are noted, and by the time opening buying is commenced other style influences are likely to be seen. The assortments of mens' hats as far, as they are ready, show the interpretation of several manufacturers' outputs and combined jobbers' ranges.

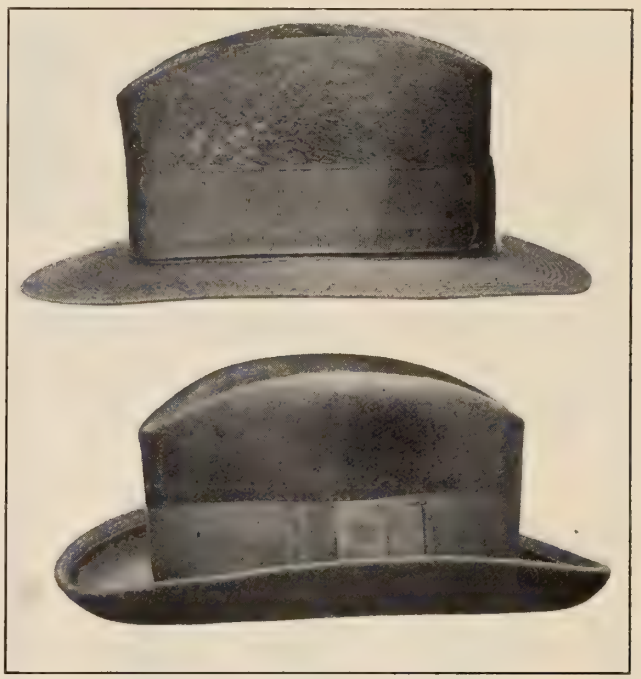
The ranges include velours, rough, camel's hair and scratch felts. Tweeds in similar styles and approved shapes are represented. The showing of soft hats is larger than last season but the diversity of shapes is not so marked. The general appearance of the sample is neater and cleaner than a year ago. The effect of style and good taste of medium trade and the result of clearances of extremely rough and unusual shapes this season is seen in the more staple and common sense styles, which are now offered. A lot of freak shapes featured in 1912 are missing, only a few telescopes are shown.

In Derbys the trend is for a neater and more sensible shape. Some young men are just commencing to get used to extreme low crowns and wide brims and the demand is expected to continue through the Spring season in some localities. In stiff hats medium crowns and small curl brims are coming back. This will be gradual, and at first a matter of features, age and deportment. For the young man of sporty tastes, extremes will still be in vogue to some extent. For the careful dresser, one of the approved blocks has 4¾-inch crown; 2-inch brim back and front with 1⅝-inch half raise side roll. Middle aged business men are partial to a 5-inch crown; 2-inch brim, front and back with 1¾-inch half raise side roll. The bulk of the season's business will be done on these and a more extreme model for the smart young man. This shape has 4-inch crown; 2¼-inch front and back brim and 2½-inch quarter raise curl side. The influence of these tendencies is already felt in more exclusive stores.

Felts in plain, heather mix and scratch finishes with turban and low brims are in the greatest assortment. All finishes scratch, satin, angora and soft velours are good with a number of heather mixes and stitched styles in request. For reserved trade, a line of small Alpines in black wool and soft camel's hair finishes with curl brim is sampled in several attractive values.

Velours are holding strong in higher grades. Manufacturers are well sold up and quite independent of orders. The demand for high class velours is reflected in similar finishes which are brought out in cheaper grades. One maker is showing a line of Italian velours to retail at from $2.50 to $3. The shades are olive, browns, slate, gray and black. The ranges of tweeds comprise a fair line in stitched cloths,, soft chinchillas, two tone stripes and checks.

The influence of style and the success of any new shape or finish is usually derived from the interest of exclusive trade in a particular style. A new



1. Wa Wa (wild goose) stitched, drop brim, soft felt with back bow. 2. Italian velour in soft shades. Courtesy F. M. Vanderwater, Toronto, office Waldron, Drouin Co.

shape, which has sold well in larger centres promises to become a favorite next Fall. It is a French model with perfect low or droop brim and medium side crown in soft felt with short close pile. Selections in all shapes are varied according to finishes in the different manufacturers' ranges. Merchants can select both shape, material and color in a large variety.

The colors are soft shades with similar tones prevailing. Browns, soft tans and mixtures on these tones in heather effects and gray in new tones are practical for next season's wear. Some of the fur felts have contrasting pile which is attractive, but this is seen in soft hats only this season.

(Continued on page 107.)

Two of the "Outing" Family



A50

A.50—The popular "Outing" Brand Shaker Knit Coat has no equal in the knit goods world. It is especially the young man's coat and will add much to your 1913 showing.

The "Outing" Brand consists of many excellent numbers which will mean big profitable business to you.

Don't fail to see the complete range. Salesmen now on the road.

Frank W. Robinson
Limited
Bathurst and Wellington Streets,
TORONTO

"The Coats that are Tailored to Fit"



A51

MARQUE DE FABRIQUE

PERRIN'S GLOVE

ENREGISTRÉE

Men's Gloves

Perrin's

The trade mark here shown is your guarantee of a perfect glove—is your customers' guarantee of absolute satisfaction. Our men's unlined gloves lack nothing that goes to make gloves the every day useful and serviceable article of wear that they are.

Our consumer advertising is creating a demand for Perrin gloves. Are you going to co-operate with us and thereby reap the benefit of this advertising? See our entire range now. Look out for imitations.

We're telling your customers all about Perrin's Gloves through the papers

Perrin Freres & Cie.
28 Victoria Square, MONTREAL

Simple Clothing Display for Spring



A well grouped display of men's clothing, hats and accessories as a suggestion for Spring opening. The centre figure is carefully posed, and the attention to detail in the unit setting gives a well balanced effect, which is not too precise. The pedestals and glass plates are used to advantage to improve the perspective, and the fixtures are part of the groupings. Background, floor and window fittings harmonize, and the amount of merchandise portraying men's early Spring attire conforms in arrangement.

Bands are broad and heavy, cord ribbons are used in the same color as the hat. Black and brown bands are in the majority and black is used mostly on grays, especially the darker shades. So far there does not seem to be any likelihood of narrower bands except on Derbys.

Soft hats are finished with back bow cord and button, which is a marked departure seen in many of the numbers.

New samples are expected to show this trend as the season advances.

Vancouver, B.C.—Barton Bros., Ltd., mens' furnishers, are holding a business retirement sale.



Your Trade Will Appreciate

Dr. Neff's Underwear

Appreciate it for its delightful softness, its perfect fit and real satisfaction. You can increase the volume of your underwear trade with this famous underwear. It comes in Union and two-piece suits and is of a soft, firm texture, that withstands wear and gives absolute comfort.

Let us send samples of our Dr. Neff's Underwear. Write to-day.

THOMAS WATERHOUSE & CO., Limited
Ingersoll, Ont.

Messrs. Mosey & Urquhart, Toronto, agents for Ontario; John W. Peck & Co., Winnipeg, for Manitoba, Saskatchewan and Alberta; John W. Peck & Co., Vancouver, for British Columbia and the Yukon.



(Made in France)

Guaranteed for one year.

S. E. Porter & Co.

Sole Agents for Canada.

Complete Stock on Hand

at

"Birks Building,"
MONTREAL



"DEACON" SHIRTS

Learn to discriminate—things are not always what they seem.

Do you pay a price for your shirts consistent with the quality you get? If you do you should be satisfied, but do you really know whether you are or not? Many a merchant thought he was, but when he compared his stock with the Deacon range he changed his mind completely. We do not claim to give you $1.00 va ue for 75c, but we do guarantee to give you dollar value for a dollar, and we make the assertion without fear of contradiction that Deacon Shirts, whether they are working shirts, fancy flannels, wool taffetas or any other, give the maximum wear, style, fit and appearance for the money.

Find out where your shirt values really are by comparing your stock with Deacon. We are showing a range for Fall from $4.50 to $36.00 a dozen.

Travellers are now on the road.

The Deacon Shirt Co.

BELLEVILLE .:. ONTARIO

What is Effect of Cut Prices?

The necessity continually arises of advertising goods at reduced prices. For special and clearance sales, price inducements have to be offered; "leaders" are required to attract attention to other lines; and in other ways, the necessity for cut prices creeps in.

Does the advertising of lines at cut prices lessen selling possibilities at regular prices?

Does a special price set a precedent which is detrimental to future sales?

Do many people make a practice of waiting to buy a certain article until they see it advertised at a bargain?

What is your answer to these problems?

For the best practical replies to these questions The Review will pay from $2 to $5 each.

All replies must be in by March 12. Address Editor Dry Goods Review, 143 University Avenue, Toronto.

WHERE KNOWLEDGE IS POWER 'TIS FOLLY TO BE IGNORANT

Particularly

if that knowledge can be acquired at a very low cost.

Merchants, Salesmen, Ad-writers and Window Trimmers will find their efficiency greatly increased by a careful perusal of the following books.



The Art of Decorating Show Windows and Interiors

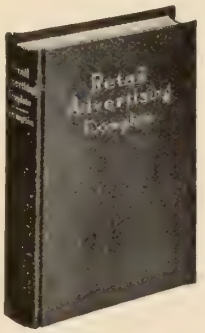
The most complete work of the kind ever published, over 400 pages, 600 illustrations; covers, to the smallest detail, the following subjects Window Trimming, Interior Decorating, Window Advertising, Mechanical and Electrical Effects, in fact everything of interest to the modern, up-to-date merchant and decorator. Price, postpaid $3.50

Window Trimming for the Men's Wear Trade

The fundamentals of Men's Wear Display, with 600 illustrations, showing every move in trims pictured. A complete course in Men's Wear Trimming. Handsomely bound in cloth. Price, prepaid $1.25

Sales Plans

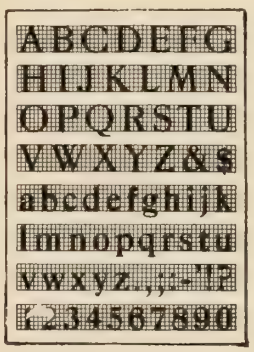
A collection of 333 successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods. Sent prepaid to any address. Cloth binding..$2.50



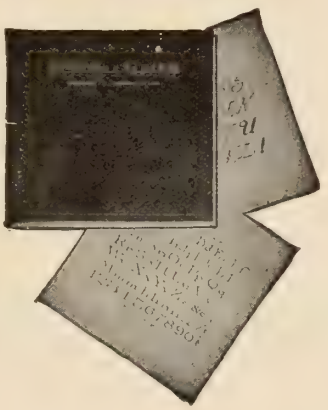
Retail Advertising Complete

This book covers every known method of advertising a retail business; and an application of the ideas it expounds cannot help but result in increased business for the merchant who applies them.$1.00

Card Writers' Chart



A complete course in the art of making display and price cards and signs. Beautifully printed in six colors and bronze. Includes specially ruled practice paper. Some of the subjects treated are: First Practice, Punctuation, Composition, Price Cards, Directory Cards, Spacing, Color Combinations, Mixing Colors, Ornamentations, Materials Needed, etc. Price post paid, ... $1.50

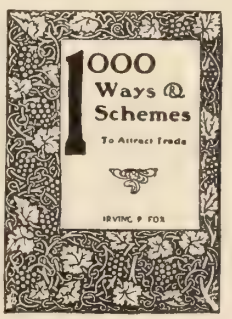


50 Lessons on Show Card Writing

The lesson plates are printed on cardboard and fit into the book loose leaf. This system has the advantage of enabling the student in practice to work without a cumbersome book at his elbow.

Besides the fifty lesson plates, this book contains over seventy instructive illustrations pertaining to this interesting subject, and over three hundred reproductions of show cards executed by the leading show card artists of America. Bound in green cloth. Sent postpaid for $2.50

1000 Ways and Schemes to Attract Trade



A book that swells sales and increases profits. There has never before been published a book like this. It gives brief descriptions of over 1,000 ideas and schemes that have been tried by the most successful retail merchants to bring people to their stores and to sell goods. If you try a scheme every day, there will be in it enough separate and numbered suggestions to last you nearly three years without repeating a single one. A few of the ideas in one chapter: An Anniversary Scheme with Excellent Points—A Sign That Made Money for its Maker—Advertising Dodge and Clever Salesman—A Contest that Boomed Trade—Giving Unique Publicity to a New Department—A Baby Day that Drew a Crowd—Money Makers in Many Different Lines—Plan for Introducing a New Brand of Goods that Proved a Winner—Artistic Ways of Displaying Goods—Days Devoted to a Particular Class of Customers—Many Window Trims Out of the Ordinary—In this chapter are seventy-four separate and distinct ideas that have been successfully carried out by as many different merchants. **There are 13 more chapters and 934 more schemes just as good as these, 208 Pages 9½x7, and 180 Illustrations. Printed on the best white paper and bound in a handsomely ornamented cover. Price postpaid, $1.00.**

All books sent postpaid on receipt of price.

MacLEAN PUBLISHING CO., Technical Book Dept.

143-149 University Ave. :: TORONTO

ROLLING AND MEASURING MACHINE.

Messrs. J. T. Hardaker, Ltd., of the Bowling Iron Works, Bradford, and well-known makers of the "Easicut" Pattern Cutting Machine, have recently invented a very useful and up-to-date device for lapping and measuring piece goods.

Manufacturers and merchants who stock hundreds of pieces, know only too well the great expense and the time required at stocktaking times, when to obtain an accurate result, all pieces have to be re-lapped and re-measured. This machine, although designed more especially for stock-taking, embodies all the mechanism necessary for lapping and measuring piece goods in the ordinary way from the cuttle.

In addition too, this machine is fitted with an arrangement for re-lapping and re-measuring pieces from the roll. This consists of a gantry slide and headstocks at the back of the machine, and is fitted with specially improved grips for holding the piece. Often when a piece is required to be re-measured or re-lapped, it is found an inch or more inside the roll, or perhaps the board has been broken—then it is, that the difficulty of holding the piece presents itself, and those grips have been specially made to overcome this difficulty, and at the same time answering the same purposes in every way as the ordinary style of grips. This arrangement will be found to be of great service to the operator, and a time-saver to the employer.

Further, the machine is fitted with a very simple piece of mechanism for inserting a paper tape measure inside the piece as it is being lapped, a system which is making rapid strides amongst merchants and manufacturers.

With this system, which is not expansive, however many times you may have to cut short lengths from the piece, you have always the correct length of the remainder indicated by the paper tape.

How much time may be saved, if, when stock-taking time comes round you could walk round your warehouse, and by simply looking at the end of the piece, obtain the exact measurement instead of having every piece to re-lap and re-measure. This system has every appearance of becoming universal and is only another sign of the advance of the times. The machine, therefore, embodies all that is required for any class of woven fabric, having distinct operations combined in one machine, viz.,

No. 1. Lapping and measuring.

No. 2. Paper tape measurement.

No. 3. Re-lapping and re-measurement.

MANUFACTURER'S AGENT OPEN FOR following lines of men's wear for Manitoba, Saskatchewan and Alberta territory, popular priced clothing, workingmen's clothing, hosiery, underwear and sweaters, shoes, shirts, etc. Lines must be right to be of interest. Address Box 1, Men's Wear Review.

EXPERIENCED BUYER, SALESMAN AND window trimmer for exclusive men's wear store, open for engagement, April 1st or earlier. Posted in all departments. If you wish to engage a proficient salesman write Box 2, Men's Wear Review, Toronto.

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Not an Enterprise for the "Quitter"

¶ "If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

¶ "He must know before he begins it that he must spend money—lots of it.

¶ "Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

¶ "Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

Wm. H. Leishman & Co.
Limited

Wholesale Custom Tailors

Strictly to the Trade

Our representatives are now on the road with the most complete range of samples and models for high class tailoring for men and young men ever shown in Canada.

The all-round superiority of our garments is appealing to every clothing merchant who has had the opportunity of inspecting them.

Make an effort to see what our representatives are showing for Fall, 1913.

Wm. H. Leishman & Co., Limited
119 Adelaide Street West
Toronto

Makers of the best tailored Garments for Men

A Strong Selling Feature of Tooke Spring Shirts—



The TOOKE Nek-Gard

(PATENTED)

The Nek-Gard illustrated is the great, big, up-to-date improvement that you ought to offer your customers—**and you'll find it only on Tooke Shirts.**

The Tooke Nek-Gard guards the neck from contact with the front collar button—from pinching, bruising, and that ugly spot. The pocket is made without seams—cannot tear—is not affected by laundering—and the button slips in easily.

Your customers will be looking for Tooke "Nek-Gard" Shirts this Spring. If you have not placed your order yet, our salesman will be calling on you shortly. Don't delay.

TOOKE BROS., Limited, Montreal

Manufacturers of Shirts, Collars and Neckwear
and Importers of Men's Furnishings.

TORONTO WAREHOUSE:
58 Wellington Street West.

WINNIPEG WAREHOUSE:
91 Albert Street.

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

EASTER NUMBER MARCH 5TH ISSUE

¶ The special features of this issue will be the showing of Easter Novelties in Dress Accessories, Millinery, Fancy Goods, Ready-to-wear, and Dress Goods.

¶ The Easter Number is always interesting to buyers of these lines, and this year it will be especially so. It will be full of bright ideas that will help make this Easter a record of all Spring selling.

¶ You will recognize the value of this Number as an advertising medium and it will pay you to arrange now for space in

THE EASTER NUMBER OF CANADA'S ONLY *Semi-monthly* DRY GOODS PAPER

FORMS CLOSE FEBRUARY 26TH

DRY GOODS REVIEW

PUBLISHED SEMI-MONTHLY

Vol 25 No 5



Easter Number
March 5:: 1913

TRADE The Sun Bleaches MARK
"OLD BLEACH"

Linens That Live

In 1862, the year of the American Civil war, the shortage of Cotton created an unusual demand for Irish Linens. Up to this time all Irish Linens were grass bleached, which process was necessarily slow, requiring some four months to bleach a single piece of linen. This proved too slow in the face of the heavy demand and most of the Irish makers resorted to a chemical process to facilitate speed. The manufacturers of "Old Bleach" absolutely refused to follow the others and adhered to the slow method of bleaching with the result that "Old Bleach" has to-day a much envied reputation for its luxuriously soft, fine finish, its immaculate whiteness and its great durability.

The fabric of "Old Bleach" linens is not killed with strong bleaching chemicals, but has the life only retained by grass bleaching. "Old Bleach" linens live.

We will be pleased to submit samples.

R. H. COSBIE, LIMITED

IRISH LINEN AGENCY

30 WELLINGTON STREET WEST - - TORONTO



Rooster Brand

What do you know about

WILKINS

Rough Rider Shirts

Made with snaps or buttons
KHAKI—BROWN—BLUE

Soft as a Maiden's cheek,
Tough as the hide of a Rhinoceros

Robert C. Wilkins Co.

LIMITED

Soft Shirts—Men's Pants—White Coats—Overalls Etc.

Business Office and Factory, Farnham, Que.

Montreal, 501 New Birks Building
Toronto, Room K Toronto Arcade
Winnipeg, 16 Silvester Willson Bldg.

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application.

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices :

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.

SUCCESS is not an ACCIDENT

But the Result of

Intelligent Plans Persistently Pursued

WE CAN ASSIST YOU



Get in Touch With Our:—

SMALLWARE DEPARTMENT—PUT ON A SMALLWARE SALE and watch the result. It will stimulate trade in your entire establishment. Write to us for full particulars.

READY-TO-WEAR DEPARTMENT.—Four LEADERS in Boys' Washable Buster Suits, $3.85, $4.25, $4.50 and $6.50 per dozen. These lines are having a great sale. Let us send you our descriptive folder. Have you seen our Middy Waist circular? It tells you of the greatest values we have ever offered.

COTTON DEPARTMENT.—Greater showing than ever in Domestic and Scotch Dress Ginghams, Chambrays, Stripes and Checks, also clearing lines in Cotton Shirtings. Get our prices.

LINEN DEPARTMENT.—Our assortment of Damask Napkins in 20, 22 and 24 in. is now complete, also large range of Damask Cloths from two to four yards in length. The values offered in above goods cannot be beaten.

Special offering of Bleached Table Linens, slightly imperfect, from 65c to $1.20 per yard.

SILK DEPARTMENT.—Crepe de Chine, Plain and Embroidered, Satin Charmeuse, Duchesse, Messaline, Shot Ottoman, Foulard Silks, a full range of Corduroys and Velveteens in stock, all good sellers.

Every Department in the House has some SPECIALS to interest you.

Our Letter Order Department is efficiently manned to attend to every enquiry. Write to us.

GREENSHIELDS LIMITED

MONTREAL

Everything in Dry Goods

"Debenhams for Novelties"



Spring 1913

Sorting Season

The most desirable materials are in our Spring collection for your sorting requirements, including the latest color creations in all our leading qualities of SATIN MOUSSELINE, CHARMEUSE, CREPE DE CHENE, PAILLETTES, NINONS, FANCY FRENCH COTTONS, LACES, FANCY RIBBONS, VELVET RIBBONS, TULLES, etc.

Mail orders and sample enquiries will have our careful attention.

DEBENHAMS (CANADA) LIMITED
TORONTO

Debenhams for Novelties

in

Millinery

Fashionable shapes in Hats

Floral Trimmings in Latest Colorings

Novelty Aigrette and Wing Effects



Spring model, with flower trimming. Paris creation imported by ourselves.

Novelty Shades in Velvet Ribbons

Narrow Fancy Edged Ribbons

Bulgarian Effects in Ornaments

MAIL ORDERS will receive our promptest attention.

DEBENHAMS (CANADA) LIMITED

18-20 St. Helen Street

OTTAWA - MONTREAL - QUEBEC

Awarded the Certificate of The Incorporated Institute of Hygiene.

Established 1791.



"The Test of Time."

HORROCKSES'

Longcloths, Nainsooks, Cambrics, India Longcloths, etc.
See Horrockses' Name on Selvedge.

Sheetings, Ready-Made Sheets (Plain and Hemstitched)
See Horrockses' Name on Each Sheet.

Flannelettes of the Highest Quality.
See Horrockses' Name on Selvedge.

Horrockses, Crewdson & Co., Ltd.

Manchester and London, England.

All Your Spring Requirements—

should be anticipated and, if not already placed, covered at once.

Doubtless you have heard of the very bad deliveries expected in Spring goods.

We offer you, while our stock lasts, good ranges in almost all lines **for immediate delivery.**

Nine departments of well-assorted stocks:



Dept **A**—Domestic Cottons and Sheetings.

" **B**—Colored Shirtings, Saxonies and Flettes.

" **C**—Tailors' Woollens and Trimmings.

" **D**—Dress Goods, Wash Goods, and Silks.

" **E**—Men's Furnishings

" **H**—Laces, Embroideries and Ribbons

" **M**—Women's Furnishings, Linens and Towelings.

" **S**—Smallwares, Fancy Goods and Novelties.

" **T**—Housefurnishings, Carpets and Oil Cloths.

JOHN M. GARLAND, SON & CO.

OTTAWA, ∴ ∴ ∴ CANADA



English Mohairs

Guaranteed by the B.D.A.

Fabrics of Fashion and Enduring Demand

English Mohairs—guaranteed by the B. D. A.—are in line with the very latest developments of style. They are also in line with every practical requirement needed in a fabric for **wear** and **service.**

The new shades and patterns include many that are distinctly Oriental in character and have received the approval of Paris.

One of the most original and distinctive style creations of Paul Poiret for Spring is wrought in English Mohair, guaranteed by the B. D. A.

But it is their **practical** and **lasting** qualities—their **adaptability** and **moderate prices**—that make them every-day sellers and profit makers in thousands of leading stores throughout the world.

When you buy English Mohairs let the guarantee of the B. D. A. be your guide to absolute satisfaction.

Ask your wholesaler to show you the latest developments in these Fabrics of fashion and enduring demand.

The Bradford Dyers' Association, Ltd., of Bradford, England

American Bureau: 235 West Thirty-ninth Street, New York.

Bradford Dyers' Assn.
of Bradford, England

McIntyre's

THE SPECIALTY HOUSE OF CANADA

Our representatives are now showing for FALL:—

Trèfousse Kid Gloves

Rouillon Kid Gloves

Crown Glove Co.'s Lined Gloves and Mitts

Fabric Gloves of Every Description

Scotch Knit Seamless Gloves, the Best Made

Corona Mills and Wolsey Underwear

Hosiery and Half Hose in Silk, Cotton, Lisle and Worsted

Sweaters and Fancy Woollens for Men, Women and Children

A Complete Assortment
in Every Department

YOUR ORDERS RESPECTFULLY SOLICITED.

McIntyre Son & Co., Limited

MONTREAL and WINNIPEG

OFFICES IN

Halifax, Quebec, Ottawa, Peterboro, Toronto, London, Calgary, Vancouver

European Offices: Manchester Paris Chemnitz

"Kindergarten"
FOR BOYS AND GIRLS

FOR BOYS' PLAY SUITS & ROMPERS
GIRLS' SCHOOL FROCKS
WOMEN'S HOUSE DRESSES

ANDERSON'S "KINDERGARTEN" CLOTH

Specially Constructed for Hard Wear
A Popular Retailer
Can be Ordered from any
Canadian Wholesale House
Increasing in Sales Daily

WM. ANDERSON & CO., Ltd.
PACIFIC MILLS, GLASGOW
SCOTLAND



Quicken Your Service

MODERN stores cannot afford to have aisles crowded with impatient customers. People demand quick service. They do not excuse *old methods.*

With National receipt-printing registers in small purchase departments, change is made instantly. There is no waiting for money to return from some distant part of the store. There are none of the old delays or mistakes.

Your customers are satisfied, your sales-people can sell more goods, and *you can make more money.*

Ask us to send our representative to study the needs of your store.

The National Cash Register Company

285 Yonge Street, TORONTO

Canadian Factory: Toronto

"Her Ladyship" Garments



For Immediate Delivery

HOUSE DRESSES

in a big variety of styles and prices.



PRINCESS SLIPS

In Stock
at from $9.00 to $48.00 a dozen

THE W. R. BROCK COMPANY (Limited)
Toronto

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

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CANADA'S ONLY (SEMI-MONTHLY) DRY GOODS PAPER

Reciprocal Demurrage Urged

Board of Trade at Winnipeg filed brief with Board of Railway Commissioners and the question has been widely discussed since—Terms proposed by Winnipeg Board for reciprocal demurrage—Merchants are deeply interested.

THE question of Reciprocal Demurrage is again being brought to the attention of the Dominion Board of Railway Commissioners. The initial move was made by the Winnipeg Board of Trade, as the demurrage problem is perhaps more pressing in the West than elsewhere. A brief letter has been filed with the Commissioners and, as the question has been very widely discussed of late, it is apparent that public opinion is being aroused. Retail merchants are very vitally interested and the outcome will be watched closely.

The brief begins its case by quoting from a circular issued by the Board of Railway Commissioners in 1906 which said, in part:

"In some cases, parties have asked that the allowance of the charge be made conditional upon a provision for what has been called 'reciprocal demurrage,' or some penalty or charge for delay by railway companies in supplying cars, or in receiving, transporting, or delivering traffic. This latter subject requires more investigation and consideration than the Board has yet been able to give to it."

It is now contended that sufficient time has elapsed to give the regulations now in force a fair trial and the Commission is requested to give the proposed Reciprocal Demurrage rules the consideration previously promised. The ground is taken in accordance with a clause in the preamble to the Commission's order which sets forth that: "It appears to the Board to be important in the public interest, to secure the fullest possible use of railway cars, tracks and equipment, and for that object to discourage the delay aforesaid." Now delays are not entirely the fault of receivers of carload shipments who neglect to remove the goods in time. Indeed the chief fault lies with the railroad themselves. Shipments are delayed at both ends and en route, sometimes over extended periods;

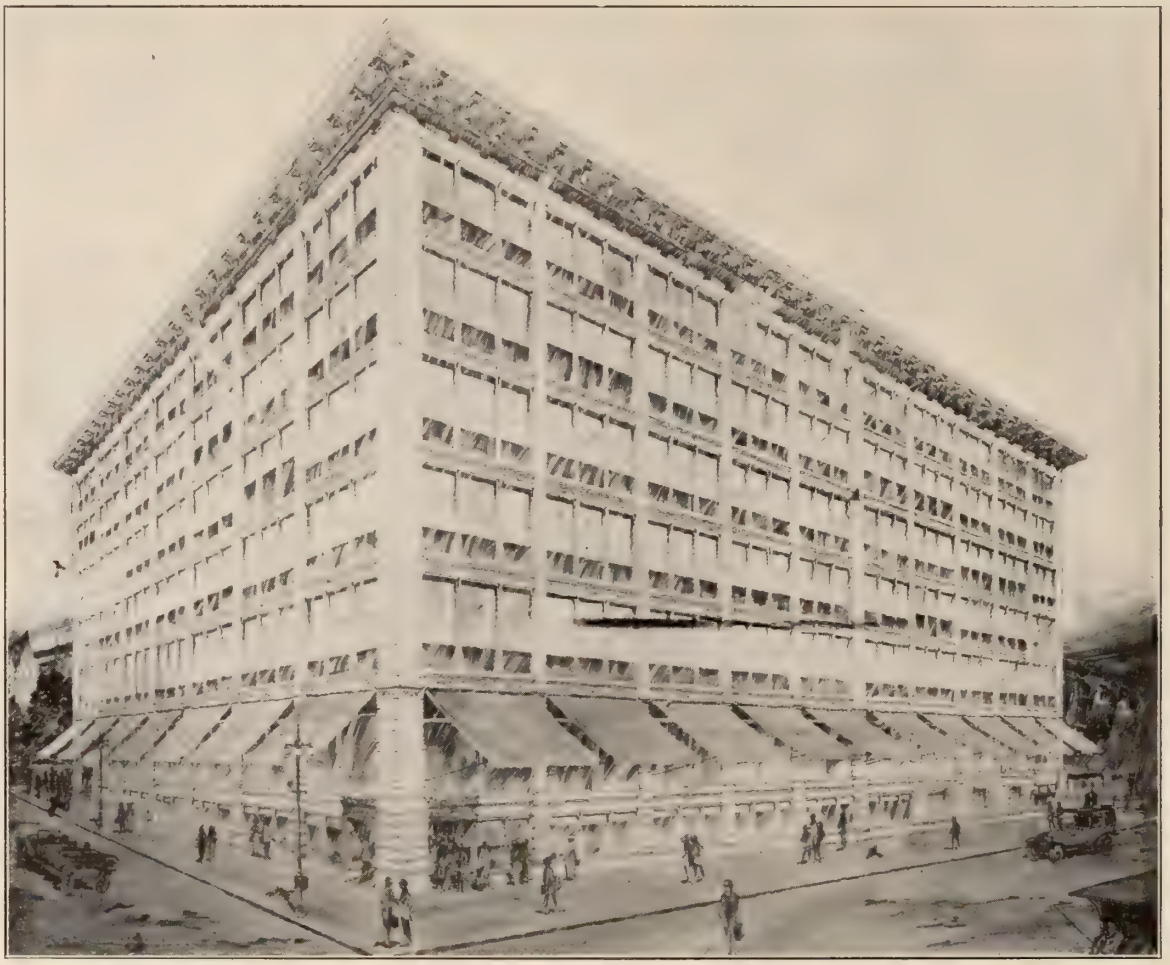
(a) Railways shall forward loaded cars from point of shipment within forty-eight hours after shipping instructions are received from consignors.

(b) Railways shall transport each loaded car from point of shipment to destination at an average speed of one hundred miles per day. Where loaded cars are transferred from one railway to another, twenty-four hours shall be allowed in computing time of cars in transit.

(c) Railways shall place cars for unloading within forty-eight hours after arrival at destination.

Features of This Number

Reciprocal Demurrage Urged — Half Million Extension Planned—Selling for Cash Builds Large Business — Plans for Well Equipped Store — Show Cards for St. Patrick's and Easter—Figuring Profits on Returned Glove Splits — Canadian Styles.



Half Million Extension Planned

AN extension to cost $500,000 is to be built this year to the present store of the A. E. Rea Company, Ottawa. The work on the new building is to commence on April 15, and will be rushed through, so that it will be completed before the snow flies.

In the accompanying picture the size of the present store is shown by the crosses. The new extension will provide two more floors on the present building and a six-storey addition on Sussex Street. When completed, the store will be one of the largest in Canada, and certainly exceeded by none in being up-to-date in every detail.

Some entirely new features are to be introduced in the enlarged store, among which will be writing and rest rooms for customers and a lecture or meeting hall for the use of employes. There will be six modern passenger elevators and two for freight.

The immediate extension to the store is made imperative by the tremendous increase in the business done during the past year. The A. E. Rea Company purchased the store about three years ago from the late Thomas Lindsay, and since then they have shown what can be done in making a healthy business grow as it should. Ross & McDonald, of Montreal, are the architects for the extension.

Selling for Cash Builds Large Business

Stanley Mills & Co., Hamilton, are celebrating their twenty-fifth anniversary—Growth is attributed to their steady refusal to allow credit and the extensive advertising which has been done—A history of the firm.

A CASH BUSINESS.

The story of the success and growth of Stanley Mills & Co., Hamilton, is a vindication of the policy of selling for cash only backed up by aggressive advertising methods. The carrying out of this policy is sketched in the accompanying article.

THE possibilities of a cash business were never more strikingly demonstrated than in the case of Stanley Mills and Co., Limited, Hamilton. The twenty-fifth anniversary of the establishment of the firm is now being celebrated and the records of the past show that the growth of the business has been steady and continuous, due in a very large degree to the sound principles adopted at the outset and rigidly adhered to throughout. In this case, however, another factor has figured prominently in the success of Stanley Mills & Co. They have been aggressive advertisers. Printers ink has played a conspicuous part in the gradual widening of the scope of the business and they are not inclined to minimize in the least degree the influence thus exerted. At the same time, the cash principle has been, perhaps, the main factor behind them in their big success.

STARTED AS HARDWARE FIRM.

The business of Stanley Mills & Co. was started a quarter of a century ago as a one-line hardware store, in a small building on John Street, which, by the way, was then one of the busy streets of the Ambitious City. The policy of "spot cash with order" was laid down at the very outset. Credit was not allowed to anyone. Also, everything for sale in the store was marked in plain figures.

These were altogether new features in the retail business in those days; and, although at no stage was their determination to stick to the staright and narrow path of cash business shaken, they early realized that it would be necessary to carry new lines which were in general demand. They found that a varied stock was required to attract a greater number of people to the store.

NEW LINES ADDED.

Thus, at the beginning of the second year's business, harness was added to the stock. Success being noted as a result of the innovation, crockery was put in soon after and, as the holiday season approached, toys were added.

Business from the start proceeded along serenley and briskly. The cash system followed saved the new firm the heavy burden of financial worry which generally attaches to new ventures in the field mercantile. Inspired by the initial success of the undertaking, groceries were added in four year's time and soon after that, dry goods became a part of the regular stock. The dry goods department has been very largely developed of recent years. These latter additions were not made, however, until much larger premises had been secured on King St. West. On moving to the new store, the business was launched under the title of a departmental store.

From this time on, the growth became more marked and rapid. The size of the store was doubled the following year. This condition held until the purchase of still larger premises on King Street East, gave Stanley Mills & Co., plenty of room to expand. In 1895 the firm opened up and established in these new premises, the first complete departmental store in Hamilton, and one of the first in Canada. New lines were added from time to time. Still further room for expansion became necessary and they purchased a store on James St. North (connected with the King Street premises at the rear), to which the hardware department was removed—thus allowing for considerable extension in the other departments of the main building.

One night in January, 1903, a fire completely destroyed the building and stock. However, by the following August a big new store had been built, equipped and stocked with merchandise; and the "Old Boys" who returned to visit Hamilton that year for the big celebration witnessed the inauguration. The new building contained four storeys and full sized basement, which with the hardware department building, gave a total floor space for selling of 40,000 square ft.

At the time of the opening of the new store a new company was formed, with a capital of $500,000 —Stanley Mills & Co., Limited, with officers as follows:—President, Robert Mills; Secretary-Treasurer; and Edwin Mills, Managing Director.

CASH POLICY MAINTAINED.

The policy throughout the entire establishment remained strictly cash. Throughout the store every article was—and is—marked with the selling price in plain figures so that anyone can read it—and there is only one price to all. This policy simplifies every transaction and avoids after dissatisfaction. To the policy as outlined in this paragraph and to

the extensive newspaper advertising which they have done, Stanley Mills & Co., give the credit for the success of the business.

ADVERTISING WORKS BOTH WAYS.

The experience of the Stanley Mills store has been that systematic advertising educates the public to look for and demand a better class of merchandise, thus increasing profits; and also that the cumulative effect of persistent newspaper advertising is to give to the store which does it, a "standing" or prestige —call it what you will—amongst the best class of people in its community, which cannot be secured in any other way by the same expenditure, or in the same length of time. It has been found that advertising will increase the volume of business without extra expense, except the cost of the advertising itself. It, therefore, works two ways; it helps to cut down selling cost, and it gives greater buying power.

ONLY TWO ANNUAL BARGAIN SALES.

The policy of the Stanley Mills store, as regards bargain sales, is to hold but two general reduction sales each year, one in the early Spring, the other in the Fall. These sales are arranged to stimulate general trade, and to "start" the big business of each of these two new seasons. They bring old customers back again; and they introduce the store in an attention-compelling way to the several thousand new residents within its territory since the last sale was held.

EMPLOYEES ALLOWED INTEREST.

Back in 1903, this firm decided to allow its employees to take a financial interest in the business. This move was decided upon not from any financial pressure, but solely in order to give employees an opportunity to obtain an interest in the business and to inaugurate a co-operative plan, which it was believed by the management, would be mutually advantageous. One thousand shares of preferred stock were set apart, each share representing $25.00, par value. An eight per cent. dividend annually was guaranteed by the firm; the accrued interest being payable in quarterly instalments.

At first the number of shares taken by the employees of the firm was small, but the following year an Employees' Savings Bank was started, where sums of ten cents per week and upwards were received, and interest at the rate of six per cent., per annum allowed on all deposits. The practise of regular systematic saving was encouraged and the jingling rythm, "every little bit added to what you got makes just a little bit more," has become a principle practised in daily life. As soon as the sum saved amounts to $25.00, it has to remain at this figure, drawing interest at six per cent., or else it can be exchanged for one share of preferred stock of the company, bearing eight per cent. interest. Thus are the employees afforded a safe and profitable investment for any portion of their money or earnings that they may see fit to lay aside from week to week. Fully one-third of the employees are now shareholders in the company.

In the near future the capital stock of the companies is to be rearranged, and some of the older employees who have shown that they have had a heartfelt interest in the welfare of the business, will be allowed to purchase some of the common stock of the company, thus becoming more active partners and participating more fully in the profits that are made, as a reward for loyalty and past services.

TO ENLARGE STORE.

On the first of March, 1913, the company will commence alterations and enlargements in both King and James St. premises, which when completed (by July this year), will give them half as much floor space as at present, thus allowing for expansion all through the establishment.

Death of Samuel Gamble

Ottawa, Ont.—The death occurred here of Samuel Gamble, vice-president and managing director of the dry goods firm of Murphy-Gamble, Limited. Death was caused by heart failure. Two days previous to his demise, Mr. Gamble was at the store, directing matters with his usual energy and, seemingly, in good health. The following day, he was removed to an hospital, although it was not considered at that time that he was seriously ill. His death came, therefore as a great shock to all.

The late Mr. Gamble was one of the capital's most prominent merchants. He was actively engaged in business in Ottawa for many years, coming to this city from Montreal. The business of Murphy-Gamble, Limited, was built up almost entirely by Mr. Gamble's own efforts. It grew so rapidly that larger quarters became necessary two years ago, and the present building was put up.

He was 49 years of age. A wife, two sons and a daughter survive him.

Coppers in the West

Lethbridge, Alta.—The Hudson's Bay Co. have introduced copper coinage into this part of the country. The step was taken because it was believed that, with the large influx of people from the East, it would be necessary to have the cent for making change. Ten thousand bright new coppers made their appearance here and were at once put into circulation.

In other parts of the West the same change is being effected, and much discussion has been aroused.

Plans Prepared for Well Equipped Store

Suggestions prepared by Dry Goods Review for dealer who proposes building store 82 by 66—Modern equipment throughout provided for.

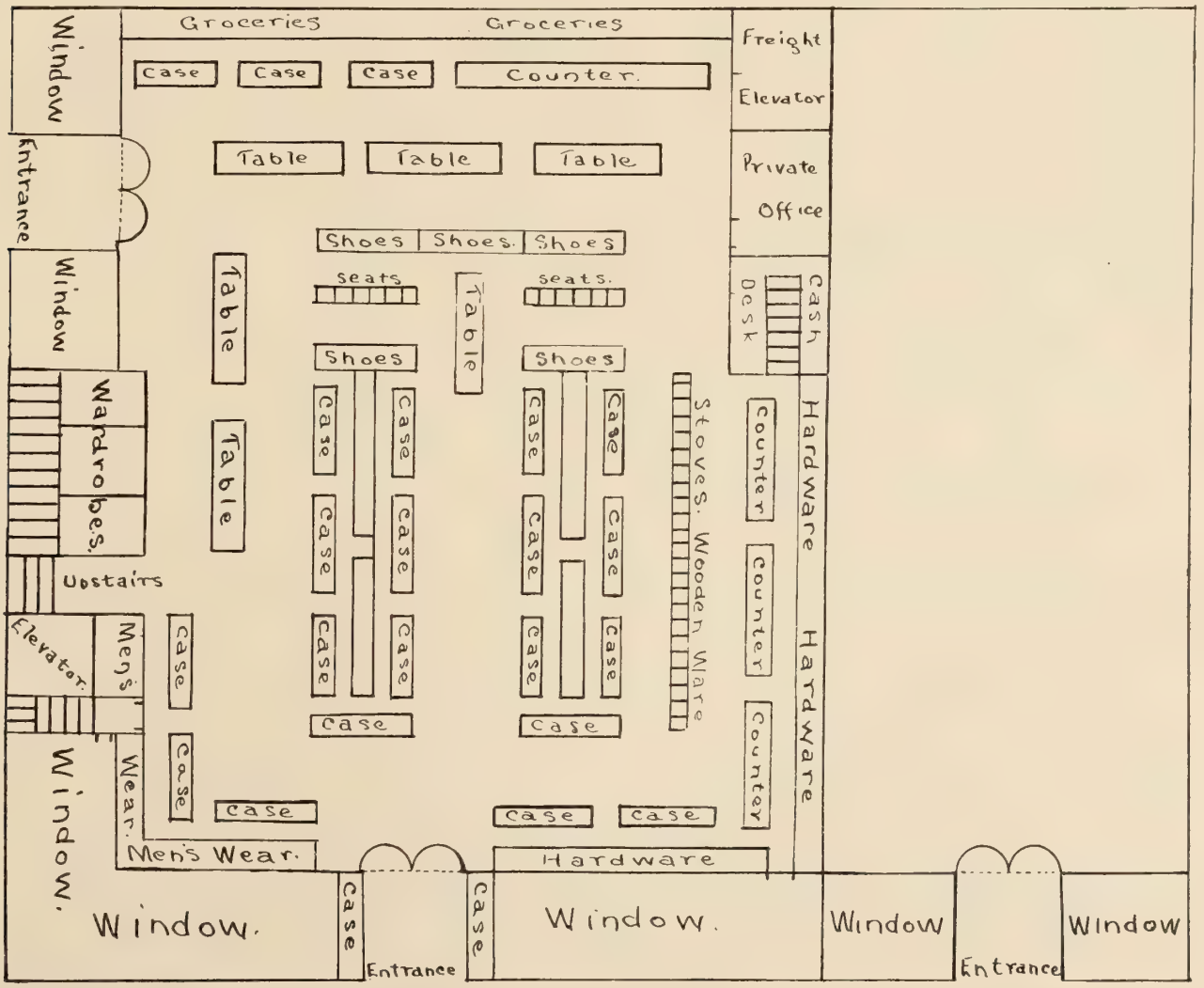
Editor of Dry Goods Review.

We intend building a new store this summer on a certain corner lot with 82 feet frontage and 66 feet depth. We enclose a rough outline of our proposed new store. The building is to be 81 x 66 feet and at one side we reserve 25 x 66 feet for a jewelry store. Plans call for three storeys. We intend to occupy two at first and carry the following lines: Groceries, hardware, boots and shoes, men's and women's ready to wear, tweeds and men's furnishings, crockery, carpets, oilcloths and wall papers.

Kindly give us some idea how to lay out departments.

Departmental sequence depends a great deal on the important stocks and their relative selling standing, according to the business done in each. Proper equipment and the quantity of each stock carried are, of course, conditions which individual merchants have to take into consideration and which are different in each business. Up-to-date equipment conserves space and the fittings, fixtures and facilities are essential to good layout in so far as the new or the old fittings available have to be used. We have taken many conditions for granted and have submitted plans on which modern facilities are used throughout. The growing importance and the future development, both of the business and individual departments, has been kept in view. Distribution of light from the windows and the rear is also recognized.

In the proposed store, are three lighted sides and three entrances. The plan on the main floor lays out on an L of the jewellery store. The doors and corner location suggest the window layout. Stair-



Proposed layout of departments for first floor of store 56x66 feet, featuring men's wear, hardware, groceries and kindred lines.

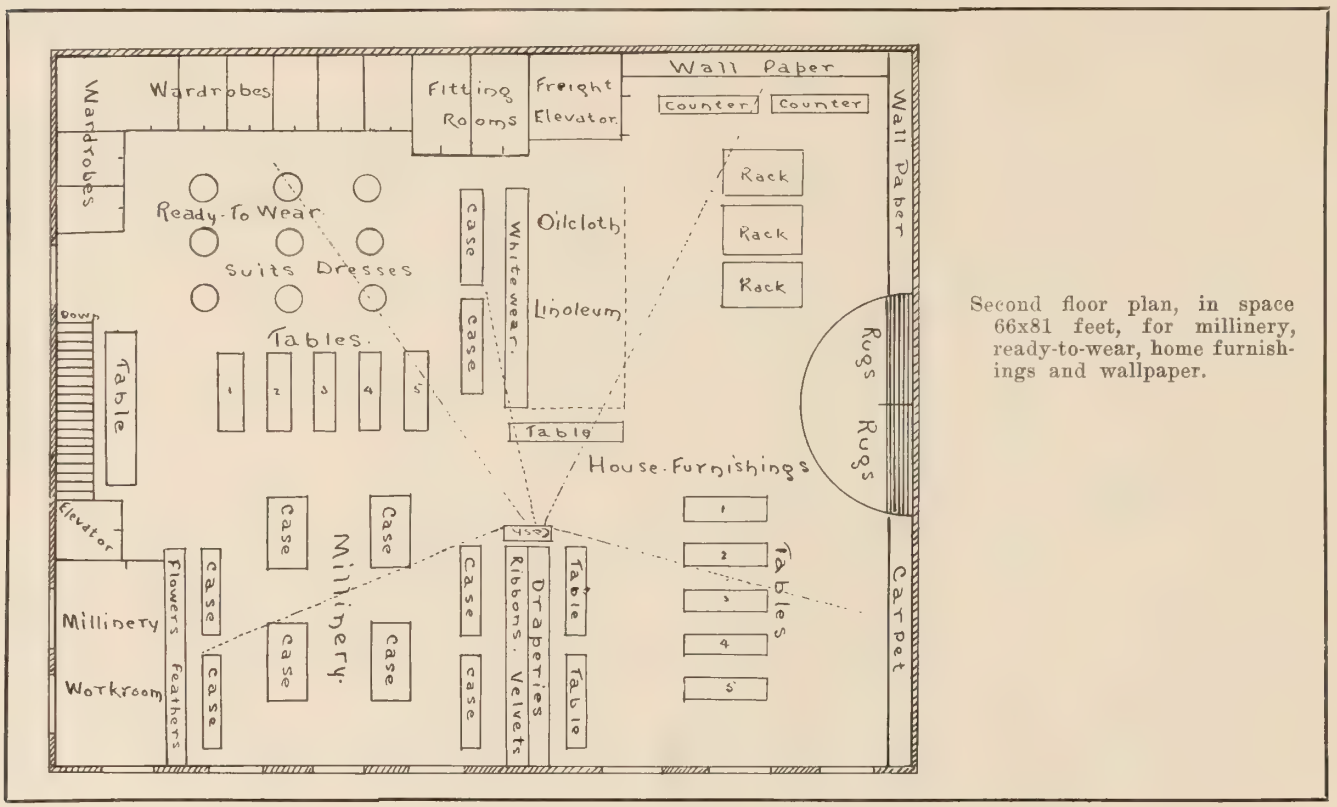
way and passenger elevator limit the space on the side street. Their position is also relevant to the allotment of display space and the shortest distances from each section and doorways.

The main entrance is 12 feet by 8 feet with side vestibule cases 2 x 7½ feet. Entrances to the grocery section and jewellery store are 9 feet each and two 8 x 8 foot windows are possible on each side. In the front the main windows are 22 feet long and 8 feet deep and the corner has an 18-foot L window with 6 foot depth. A 6 x 6 foot elevator is planned and there is room for a 4-foot stairway.

It will be seen from the plan that men's clothing is placed on one side of the main entrance, hardware on the other, groceries are at the rear and the shoe department arranged so as to take advantage of the dividing nature of the shelving and the location of the centre circles. These two circles tend to good stock keeping and provide ample counter room and shelving.

Cashier's and private offices and the freight elevator are at the rear corner on the blank wall. Their location is favorable for three reasons. The cashier's desk and private offices, which are 8 x 9 feet each are at the shortest distance from all main floor departments. Their location permits of an unobstructed view of all departments and entrances while being sufficiently removed to ensure quiet. The freight elevator serves the heavier departments on the first and second floors by the most direct route.

The following outside measurements of fixture, counter and aisle arrangement are approximately correct, crosswise from the street line they are 6, 5 3-4, 6, 10, 6, 10, 6 and 5 3-4 feet; lengthwise from front street line 8, 6 1-2, 2, 2 1-4, 5, 2 1-4, 5, 2 1-4, 5, 1, 6, 1, 5, 3, 6, 5, 3-4 feet. These figures show the layout on a 6 foot aisle basis throughout and each section has the required aisle, counter and shelf room in good practice. All side shelving is 18 inches. In all cases 27 inch aisle space and 24 inch counters or cases are allowed. Centre shelving is 30 inches wide and 5 feet 6 inches high, permitting a full view of the entire floor from any angle. The centre circles are place back 6 1-2 feet from the door line and allow for 10 foot front cases and 5 foot side cases. Enough shoe shelving is provided in fixtures 12 inches deep and 50 feet long. The selling space available is 6x28 feet with plenty of room for seats and centre display or bargain table.



Second floor plan, in space 66x81 feet, for millinery, ready-to-wear, home furnishings and wallpaper.

Stock sequence in the proposed layout is simply a matter of good arrangement. Back of the corner windows is 24 feet of 12 inch shelving or 4 six-foot cases for collars and neckwear and such lines of small furnishings. The doorways to the windows are convenient. At the end of this section is a doorway and narrow stairs to facilitate the removal of display fixtures. This could be made a rear entrance to the elevator if the firm care to use it for this purpose. Sseveral wardrobes 6 feet deep, for men's clothing are placed in the corner formed by the stairway and the rear windows. There should be room for about 460 suits if necessary.

To the left of the door the same arrangement of wall cases, shelving or tables is 20 ft. long. This is the

(Continued on page 21.)

Get Ready for Easter

"Timeliness" is a big factor in increasing your sales.

The merchant who has on hand what he is asked for, makes a sale—a profit and a reputation for "up-to-dateness"—the last named the most profitable of the three.

Below we give you a list of Easter sellers:

1222	Chiffon bows	2.25 dz.
Special	Chiffon bows	2.25 "
D1077	Chiffon bows	2.00 "
0103	Robespierre Collars	4.50 "
0166	" "	4.50 "
093	" "	4.00 "
0131	" "	3.25 "
1303	" "	2.25 "
A131	Sleeve & Neck Frilling	1.75 "
A25	Sleeve & Neck Frilling	2.12½ "
A144	Sleeve & Neck Shadow Lace	3.25 "
141	Patent Leather Belts	1 50 "
143	Patent Leather Belts	1.75 "
033	Fcy. Handkerchiefs	6.00 "
053	Lace Handkerchiefs	6.75 "
052	Lace Handkerchiefs	4.50 "
025	Hand Embd. "	4.50 "
F15	Lace "	2.25 "
034	Embroidered "	2.00 "
F6	" "	1.50 "
84	" "	.90 "

ORDER DIRECT or through our traveller. We can ship right away.

The W. R. Brock Company (Limited)

MONTREAL

Show Cards for St. Patrick's and Easter



These annual events should be reflected in store decorations and in cards used previous to the dates — Some suggestions for cards suitable for use during the next few weeks — Lines to be featured in the store

Written for the "Review" by Paul O'Neal.

LAST month we emphasized the importance of taking advantage of circumstances and conditions, and turning them to advertising account. But even though there should be no extraordinary conditions to take advantage of, one should keep persistently pursuing the advertising game and keep his store and his stock constantly in the public foreground. One can always use his windows, and one can always utilize show cards, window cards and price tickets.

But with March this year we are doubly fortunate. There are two days that may be turned to advertising capital. And even now without these, March is the regular season for showing Spring goods. The two special days are St. Patrick's Day and Easter. Easter comes particularly early this year. In fact, it is possible for it to come only one day earlier.

Efforts are necessary to find goods or lines that can be termed strictly St. Patrick's Day lines. There are special lines of Irish manufactured goods, serges, linen handkerchiefs, etc., that may be pushed to the front at this season. Also, green ties in different patterns and shades may be emphasized. But even without any special lines, it opens up opportunities for decorations, both in the store and windows. It also opens a field for show cards. You can decorate the corners of your smaller cards with shamrocks. These may be painted or may be procured in gum paper designs and stuck on. For your window decorations there is much choice. Green must dominate. Green ribbons and rosettes, green crepe tissue paper and special tissue decoration stuff may all be used to good advantage. Special novelties of hats, harps, shamrocks, pipes, etc., may be used at the discretion of the trimmer. We offer a few suggestions in cards that may be used to advantage.

Easter possibly opens up greater advertising advantages than St. Patrick's Day. The public have long been educated to have their new Spring suits



and coats by Easter. The fashion of having these new things is not now confined to women, for men are beginning to feel it a necessity to have their new suits, gloves, hats, hosiery, etc., for the Easter parade. All these lines will stand special featuring and will give excellent results.

For decorating, the Easter season offers wide scope. Flowers may be used in profusion. They may be natural or artificial according to the amount to be done. Artificial apple blossoms make charming decorations and are not expensive. Of course, the Easter lily must not be forgotten, but it is wise to use it sparingly. The flowers may be supplemented with rabbits, eggs, chicks, etc. We do not advocate the use of the cross in decorations. Its associations seem to be too far removed from cold commercialism to be either appropriate or justifiable.

The suggestions of St. Patrick's cards should give some idea for other designs. The harp card is an air brush design, with the harp in gilt ,the shamrock in green and the ribbon in white, with a green edge. Small letters are in black and figures in red, shaded in green.

The Paddy card is a unique design that should be very attractive. The hat is black, vest red, tie and stockings green. It is all hand drawn. The letters are in black and figures in dark green or red and shaded in light green.

The Flag is in green with a white centre for the lettering. The edge of the flag and cord are gilt. Small letters are in black, figures in red and shaded with green or gilt.

The Rabbit card is an air brush design with black or dark brown ground. The egg is shaded merely to show the rounded effect. The rabbit is white with enough color to shade it. The lettering is black and the price same color as the background.

The Chick card has the cuteness that little chicks always have. The egg and background are the same as the rabbit card. Chick is yellow and lettering in black and price in red or a dark color same as the background.



Easter or St. Patrick's Day linen display. Arches are thin strips 1¼ inches wide, supported by 1 x 1 inch uprights 5 feet high. Suitable foliage is used. This display is over 50 feet long. Anderson Co., St. Thomas, by W. A. Andrews.

Watrous, Sask.—The Misses Arnott, milliners, are enlarging their premises.

Preston, Ont.—George Boos, who is retiring from active service at the Pattinson Woollen Mills, Preston, where he has been employed for some time, was presented with a gold-headed cane.

Elk Lake, Ont.—The fire which destroyed the Matabanick Hotel and resulted in the loss of three lives, swept to the Hudson Bay Company store and did heavy damage.

Toronto, Ont. — Gough, Sellers Investments, Limited, have purchased the northeast corner of Yonge and Wilton Ave. The Sellers, Gough Fur Co. may erect a large store on the site.

Figuring Profits on Returned Glove Splits

Existing conditions in Canada—Conducting departments in the interest of glove business—Solution in merchants' hands for better understanding—The guarantee in force in England.

MERCHANTS and wholesalers have the solution of the glove guarantee evils in their own hands. Reducing losses to a minimum is simply a matter for co-operation.. Guarantees are abused by the public and losses are borne by manufacturers, who have to cater to future business. Competitive conditions on the market involved are considered and are sometimes rightfully thought a hardship.

Results in England show that domestic houses do not gain any advatnage in cleaner stocks. Glove guarantees are settled by mutual agreement, with cost price and fair profits in view. Each party to the transaction is anxious to protect the other. Manufacturers give a credit note for half the cost of all splits returned and make no comment because they know merchants are not taking any advantages. An understanding that half the loss be borne by merchant and manufacturers alike makes a remarkable difference in numbers of pairs of gloves returned. Except in case of unusual discrepancy in the gloves, customers understand that they must be satisfied with the best offer of rebate. They are, therefore, easier handled in making satisfactory adjustments and see more readily the merchant's desire to do the best possible, in justice to customers, manufacturer and themselves.

Most glove returns are due to some slight defect —dropped stitches, break in thumb gusset, pin head breaks in the skins or unfortunate splits due to imperfections. Many of these are attended to in departmental repairs of live stores and resold as seconds.

In Canada, customers are willing to pay part of the loss is properly approached on the unfairness of their full claim. They will often take another pair at a reduction of 50 or 75 cents according to price except where absolute guarantees are in force. Allowing 50 cents return on gloves costing 75c., 95c., or $1.12½ a pair, merchants return new gloves at a cost of 25c., 45c., or 72½c. a pair.

Guarantees state that gloves are not exchanged after first fitting is satisfactory. Every one knows this is abused because of the desire to avoid the slightest trouble with customers. Figured on the possibility of absolute guarantee, home merchants can make a profit. Profits are apparently lost on gloves given to replace splits. Values are staple at $9, $11.50, $12 and $13.50 and comprise the bulk of trade selling lines. Therefore, gloves costing 25,. 45, 50 and 72½ cents pair are sold at $1, $1.25 and $1.50.

The solution seems easy and tends to independence for all parties. Most merchants are scrupulous enough and very few returns are received from them. This results from an efficient adjustment service, policy of making no claims, personal attention to customers' complaints or competent fitting.

Consider conditions from the manufacturer's viewpoint. Fear of losing customers is as strong on the manufacturer's part as the merchant's. Percentage of loss in any instance of fair dealing, compared with amount of business done, makes it policy to avoid misunderstandings. Naturally manufacturers are not disposed to guarantee profits to a glove department, except those of legitimate turnover and advances from same. Bulk of returns is questioned and considered unreasonable. Gloves left on counters by customers are easily returned and claims made for new.

The question is not one of personal honor but protection for all. Sentiment in business is not a factor, when merchants have an opportunity, which under existing advances on gloves shows a greater profit than by selling them in the regular way. Profit on exchanges on a 50-cent basis or on the replaced gloves is about as much as any merchant can hope for in any department.

At present the only limitation is a fair average of returns. No merchant wants to obtain a reputation for numerous claims on quantities of gloves returned. A department solution is easily applied by merchants who wish to be considerate. Losses from exchanged gloves will be fair all round for retailer, wholesaler, manufacturer and customer. On a half-refund agreement nobody loses, as manufacturers have less repairs and can make up any differences by using parts of returned gloves.

Other advantages of the English system are also apparent. Merchants are right in upholding their own and their sales clerks' decisions. While customers can do no wrong under modern storekeeping, the respect of a somewhat disgruntled customer is often more to be valued than satisfaction and precedent for other exchanges. In glove guarantees on a half basis, merchants have no incentive or no reasonable argument for favoring their clients unless satisfied to assume their share of loss.

In most other departments and under similar circumstances, a satisfactory adjustment is considered cheap, when losses are charged to good advertising. The glove problem is to be solved on a business basis, just as other dry goods differences. It may be impossible to foresee just what steps will be

taken in the end. There is certainly no reason for the present unfairness. Right-thinking merchants do not ask for such preference. Least of all do they expect manufacturers to pay profits both ways.

Any practice which is not business cannot expect to remain in force. Glove guarantees, which entail a larger profit than is possible under general merchandising, are not in keeping with business acumen, as represented under competitive dry goods conditions to-day.

Selling methods can be improved with the season. People can be made to understand the motive of guarantees. With glove certificates, it is impossible to insist on fitting but exchanges under guarantees are regulated by a fair time for complaint. Reputation for being a liberal store does not counterbalance a reputation for unjust claims and the chance of losing connection. Services given by manufacturers deserve a return of co-operation if merchants are to enjoy the liberality of absolute glove guarantees. Pleasant relations are better than continued dissatisfaction under one of the unfair conditions of trade.

Chinese Adopting Modern Dress

Vancouver, February 2.—One of the messages that the new Chinese Council has brought to the Terminal city is with reference to the adoption of the Occidental style of dress both for men and women. As a consequence, the rush on the dry goods stores in the city is abnormal and the changes that have been brought about by the wearing of the western style of costume are such as render the appearance of the Celestials more acceptable to the public in general.

With the cabinet in Pekin, century-old styles of dressing have not met with approval. The result is that only in rare instances are Chinese women to be found wearing loose flowing trousers so characteristic of the race. The short, natty skirt and the serviceable blouse or waist are now the thing, and though there has been some adverse criticism of the action of the Chinese cabinet, the edict is being generally followed.

So far as the men are concerned, the business derby and the formal silk hat are the only two articles which receive special mention. But those are all that are necessary at the present time as the men have as a general rule, been more and more favorably disposed towards the style affected here than they have been to their native costume. Among the older Chinese the tight-up coat is still in vogue, but only to a very limited extent.

New Liskeard, Ont.—Elliott & Ritchie are opening a new dry goods store.

Plans for Well Equipped Store

(Continued from page 16.)

place for cutlery and silverware. The left centre section is used for shirts, underwear, pyjamas and piece goods of the tailoring department to good advantage. Brass and aluminum goods, glassware, crockery and novelties are placed opposite. On the right wall is 34 feet of shelving and counter room for builders' hardware, tools and kindred supplies. A stairway to the basement is handy under the cashier's desk and does not waste any space.

The grocery department has about 40 feet of shelving, 3 six-foot cases and 18 feet of sales counter.

All tables on the main floor are 30 inches wide and, while 10 feet is a suitable length, they can be made to fit the space required.

Departments Upstairs.

Those departments which go upstairs divide the 56x81 feet floor selling space on a line with the side of the freight elevator allotting the following spaces to each: millinery 30x45 feet, ready-to-wear 36x45 feet, homefurnishings 36x40 feet, and wallpapers 25x36 feet, minus the freight elevator shaft. The sections and fixtures are arranged in importance to selling conditions and service from the elevator and stairway. Ready-to-wear equipment in minimum space includes a series of wardrobes, two fitting rooms, which can be fitted with triplicate mirrors, shelving and cases for underwear, whitewear and corsets and a set of bargain tables. Circular racks are necessary for negligees, petticoats, children's and infants' cloaks, dresses and other apparel not classified in the wardrobes.

In the centre of the millinery department are four double drawer cases 6x8 feet in size. The workroom is on the corner because of the light and the proximity of the elevator. The side shelving forms the workrooms on this side and the dividing line for the housefurnishings. The entrance formed to the department here gives the desired seclusion in the housefurnishings draperies and wallpapers without losing the perspective to the elevator.

A good stock-keeping arrangement is laid out for carpets, rugs, draperies, linoleums and wallpapers. Necessary display racks, shelving and tables are defined by individual salesmanship but the proposed equipment cannot be improved for efficient display and quick handling, both of stock and sales-leaders.

With such a layout, cash services, parcel and wrapping desks are defined by shortest distances from busy sections. An air line, cash system and desk is designated on the second floor. A glance will show the best method and number of carriers or stations on the main floor. If required, the bundling and central wrapping desk is located near the rear elevator shaft as this gives direct connection with the delivery system.

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Invariably in advance.

Honesty in Advertising

HONESTY is one of the most essential points of advertising. This fact was given very pointed recognition at a convention of Michigan retail merchants, held in Detroit, on February 11, 12 and 13, when the following resolution was adopted:—

"Whereas, the fact that much deception is being practised by many advertisers in exploiting the sale of their goods, and we affirm that dishonest advertising should be suppressed by law,

"Wherefore, be it resolved that we recommend and urge the passage of adequate laws which will govern such misstatements and make for honesty in all advertising publicity, and respectfully ask the manufacturers to co-operate with us in our efforts for such enactment.

"We alo respectfully ask that the manufacturers place their ads. touching our interests, only in such channels of publicity as are just and impartial in their reference—editorially or otherwise, to manufacturers and merchants."

There are two kinds of dishonest advertising—the deliberate and the unintentional. Many merchants will deliberately misrepresent the quality of the goods they offer, but the great majority of retailers who are guilty of this practice are led into it almost unconsciously by the habit of exaggeration. Whatever the motive, the fact remains that it does not pay. The public has a deep knowledge of values, and it is not long before a dishonest advertiser is "spotted" for what he is. Just as soon as people begin to think that they cannot put any reliance in what So-and-So says, the value of the advertising done by this dealer becomes of comparatively small value to him. He has deliberately killed the publicity goose that produced the golden eggs of increased sales.

On the other hand, the reputation for advertising is the greatest asset that a merchant can have. People believe what he says in his advertisements implicity, and he, accordingly, reaps the results.

The last clause in the resolution adopted by the Michigan retailers is one worth consideration. A tendency has been noted, particularly in the United States, to blame the middleman, i.e., the local merchant, for the high cost of living. A certain class of periodicals has taken great delight in belaboring the merchant, holding him up to public censure as a robber and grossly exaggerating the profits that he makes. These periodicals, unconsciously or otherwise, are acting as cat's paws for the mail order houses. By teaching people that the local merchant is a sort of modern and very grasping Midas, they are encouraging them to buy from other sources.

When East Meets West

WHEN Kipling wrote, "East is East, and West is West, and never the twain shall meet," he had not in mind the fusion of ideas on the matter of dress now noted in both Orient and Occident.

At the present time we are being treated to the spectacle in the West—and by West, we mean Western European countries and America—of a most sweeping invasion of eastern styles, colorings and materials.

The influence of the Balkan war is being felt in every direction. Bulgarian color schemes, the Turkish fez and other dress ideas, peculiar to the countries involved in the Balkan war, are being adopted and modified by the creators of western styles. The Oriental influence goes deeper, however, for we find that Chinese and Japanese materials and styles are coming to the front and are being taken up with a singular readiness.

Stronger still, we find the reverse of this state of affairs in the east. Western styles are invading the Orient. We see the Chinaman discarding the costtume of his ancestors, cutting off his one-time sacred queue and coming out in sack, frock, derby or silk hat. Chinese women are going in for picture hats, hobble skirts and all the finery of the once despised western civilization.

East and West are meeting, brought together by that most arbitrary of dictators—style.

Doing a Cash Business

IN this issue appears a sketch of the business growth of one of the large retail establishments of Hamilton. It is interesting to note that the success of Stanley Mills & Co. is credited to two things. The first factor is the cash principle which was adopted when the business was first inaugurated and has been consistently maintained ever since; the second is the thoroughness with which the advertising campaign has been carried on. The firm in question believe in getting cash with every sale and in using big space in the newspapers. Results have justified them on both scores.

There is no need to press the claim that aggressive advertising pays. It is a self-evident proposition. In the matter of running a business on the cash basis, however, a broad question is opened up. Few merchants, comparatively speaking, have been able to put their stores on this basis and they are very skeptical as to the possibilities of success. For this reason, we commend the article descriptive, of the methods of this firm, to readers.

Significant Figures

THAT money is tight in Canada and likely to remain so is now accepted by all who have studied the situation. Any doubts which may have been felt on this score have been removed by figures contained in the statements of the condition of Canadian banks reported to the Government at the end of January.

Circulation has decreased $15,472,713, and is now well under the hundred million mark. Demand deposits are $25,258,255 less than at then end of December, but there is a small growth in savings deposits.

Canadian banks have recalled $13,564,254 of their call loans from Wall Street, but they still have on call there $11,516,729 more than they had a year ago. On the other hand, call loans in Canada have remained about stationary during January and are practically the same as they were a year ago.

Business loans in Canada have been decreased during the month by $6,626,365, which compares with an expansion of over a million dollars during January, 1912. Current loans are now just under one hundred millions in excess of a year ago.

While these figures are convincing and significant, there is no reason why a pessimistic view should be taken of trade conditions. Business is good now in all lines, and in all sections, and there is evidence, no proof, that it will continue good. The tightness of the money market will simply mean that expansion will be conducted on conservative lines. Every enterprise will be carefully weighed before the initial step is taken. In fact, it will serve as a means of checking the tendency toward "booming" and, as a result, may be regarded as somewhat in the nature of a blessing in disguise.

Cabaret Programmes in Stores

TO secure publicity, many retailers have gone to extreme measures from time to time, but something distinctly novel and startling has been introduced by a Chicago dry goods merchant. The means adopted by this daring specialist in unique publicity is the giving of a cabaret performance at set hours in his store, customers being invited to attend free of charge. Songs, dances and variety turns are included on the programme, after the most approved fashion of the Paris and New York cabarets.

It may be explained that the cabaret idea is a comparatively new one in New York. Some little time ago, the Parisian idea of having vaudeville performers appear for the benefit of the patrons of restaurants was introduced and New Yorkers seized upon it with avidity. The cabaret idea has been literally worked to death by the thorough-paced Gothamites.

The merchant who introduced the Cabaret performance into his store probably gained the coveted measure of publicity, but he lost something immeasurably greater. There should always be a certain amount of dignity about the transaction of business. While publicity is an essential part of the retail business—and it can often be secured in ways that border on sensationalism—the time has not yet arrived when it is necessary to introduce the turkey trot or the bunny hug.

The Passing View

It's far better to lose a sale than a customer.

* * *

If there is any such thing as luck in business—and we doubt it—it certainly does not come the way of the man who waits for it.

* * *

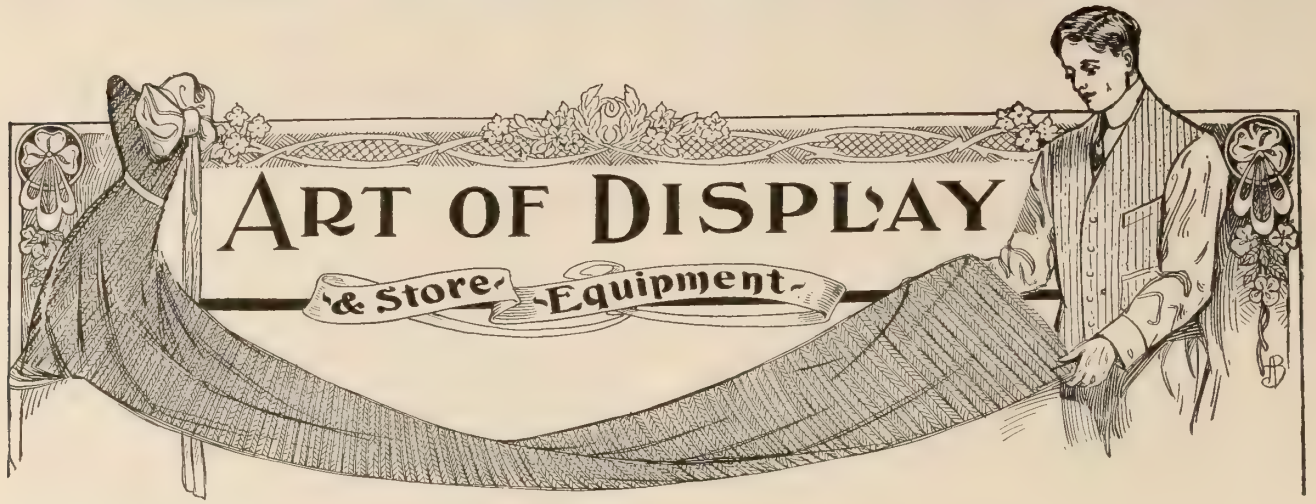
Business continues brisk despite the continued evidences of financial tightness. It is thus pretty certain that business will continue brisk.

* * *

New York, as one writer terms it, has become so full of the cabaret idea that it has gone clean cabarazy. And now the cabaret epidemic is reaching to the large stores!

* * *

The announcement that cutters will continue to cut men's trousers on closer lines removes the disturbing suspicion that the Balkan influence might extend itself far enough to introduce the baggy cut of trousers seen in the east.



Spring Style Trend in Opening Displays

Suggestions for the arrangement of windows—This year's styles suggest simplicity in treatment—Treating of the color question—The importance of the opening displays.

SPRING millinery and Easter windows purport to climax the season's showings and fashion influences of the season. They have to be intelligently handled. The inspiration which comes to every display manager is the result of study. His whole endeavor is to antedate the season as far as possible. With Easter coming early, and a corresponding selling season, the importance of the displays on style trend is reflected in after business. Knowledge of style and the anticipation of the possible trend means money. The whole fabric of the openings is interwoven with the demand that the assortments be shown correctly.

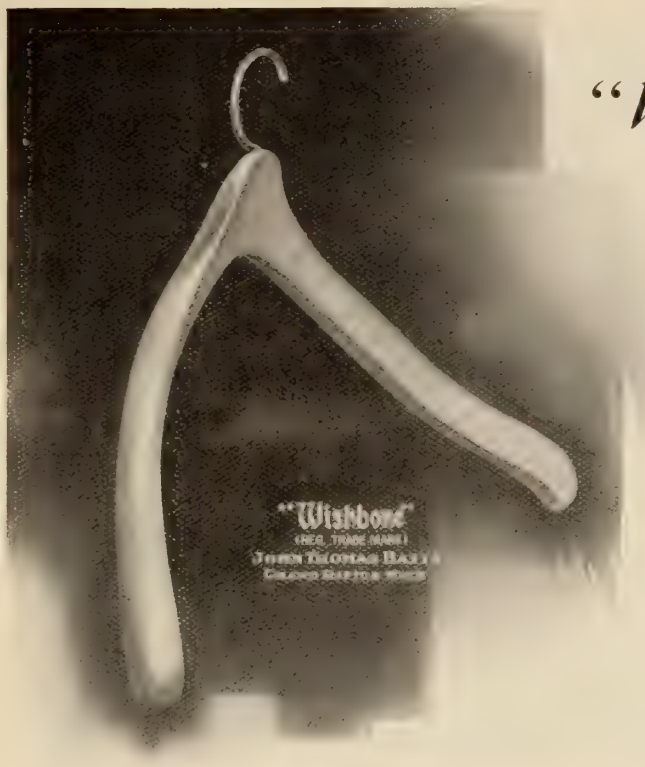
This does not mean that different stocks have a different style interpretation, as is often seen. In some stores the division of displays is more often one of routine rather than of forecast. Last year and former years have been guided by this arrangement. If the practice in the past has been a set series of windows, the coming season's event loses much of its originality, because of repetition. The same influences are demanding space and interior attention, but every season does not accumulate the same selling forces. This is more so this season than usual. The interpretation of these style influences is a matter of intuition. The inspiration from this relative merit depends on each decorator's artistic ability.

The safest way to avoid mistakes in style or its influences is to make a representative showing. Windows are allotted to several of the most important departments and the general showings resulting are satisfactory because they portray the styles, which stock contains. Most trimmers work with the idea that the highest class merchandise only is suitable for these Spring and Easter decorative efforts. The force of the argument "that anybody can arrange beautiful windows when rich materials are available" is seen. Claims that a man's ability is guided by the class of merchandise to go on display are lived up to.

By the same reasoning and the knowledge that exclusive merchandise most often sells first, merchants find the arrangement essential The lasting result on the store's reputation as an authority is seen to the extent that the openings convey the impression of authentic knowledge.

The success of the Spring events are, therefore, beyond the elaboration of general displays, which combine the best merchandise from each department. Each trimmer is unconsciously creating impressions by his showings. Greater success embodies forethought, study and a knowledge of styles, which is broader than the average store operations to make these impressions authentic. Novelties seen or purchased at the openings and last-minute styles bring each store's style influences up to the minute. Each display manager must successfully solve these after features and their trend.

This year's style influences suggest simplicity in treatment. One of the requisites of this year's settings is harmony. The imposing effect conveyed usually in backgrounds is effectively seen in the goods or the style inspiration of the season itself. Groupings are marked by vivid colorings. The same applies to millinery, suitings, dress fabrics and ready-to-wear with the accessories equally brilliant. Blending and toning of colors in the novelties themselves is striking and the brilliance of the colors is sufficient to suggest the required simplicity. The influence of later styles



The "Wishbone" Hanger

Patented by
John Thomas Batts

Sole Canadian Agents
and Licensees:
Jones Bros. & Co., Ltd.
Toronto, Can.

The "Wishbone" Hanger

Absolutely the best made, being the only Garment Hanger that absolutely conforms to the human shape.

No Wrinkles **No Broken Collars**
No Bushelling **No Extra Pressing**

Increased Sales **Increased Profits**
Satisfied Customers



No. 1—91 Men's, without Pant Holder, Per 100 - - **$23.00**

No. 1—91-3 Men's with Pant Holder, Per 100 - - **$25.00**

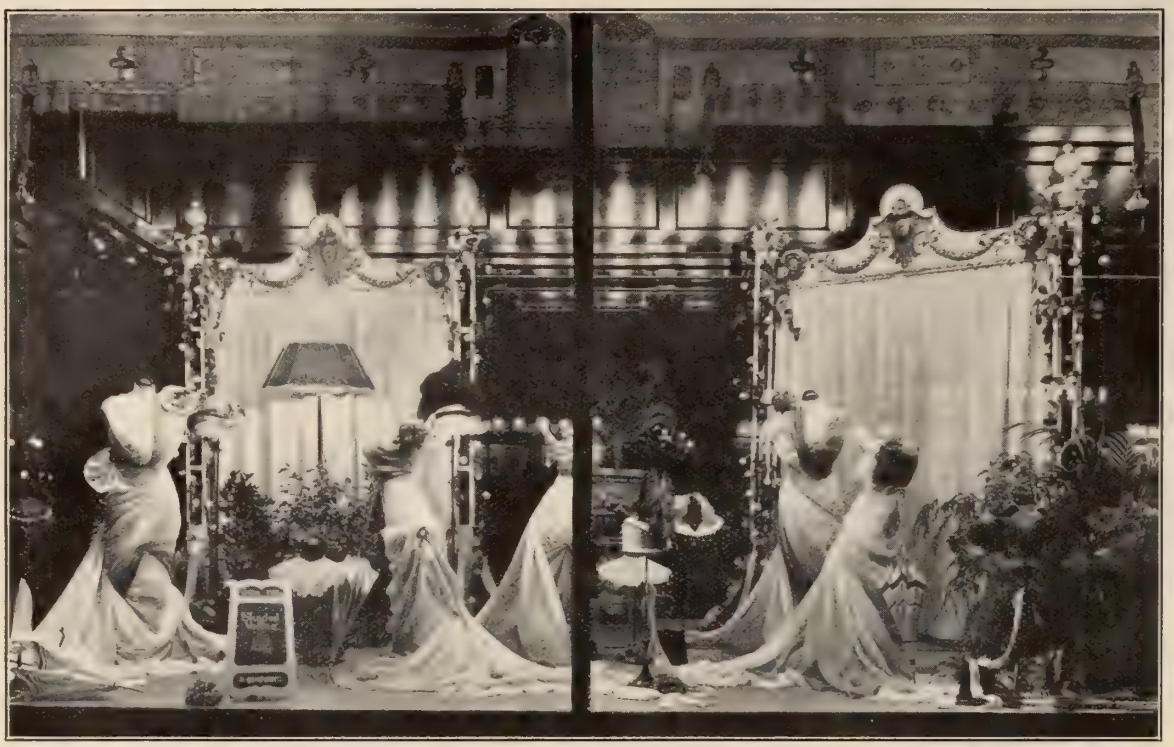
F.O.B. Toronto
Packed 100 in Box



If you have never used the "*Wishbone*" send 25c. for sample.

Jones Bros. & Co., Limited

STORE FITTERS TORONTO, ONT.



1913 opening window of shaded voiles, showing effective drapes with panel background. Courtesy Robt. Simpson & Co., Toronto. H. Hollinsworth, display manager.

reveal a wealth of Near East, Bulgarian, Turkish or Eastern colorings. These and their blending are so different as to create a bizarre effect. Brilliancy of color in the background or window settings by way of contrast only add to this brilliancy, when the opposite is desired, to bring out the beauty of the styles and materials.

(Continued on page 30.)



Opening window with background to represent marble. The effect is obtained by using rock crystal. Setting done throughout in light tan shade, with scenic painting in Autumn colorings. Note the grouping of accessories on table placed on 6-inch platform. Cost of setting $6.25. The Cressman Co., Peterborough, by Jas. McNichol, now with Allan-Cummings, Moose Jaw.



FOOT-STEP DIFFERENCE

A difference in footsteps means a difference in sales—a difference in receipts and a difference in profits. Your business is like that of a circus—the more footsteps there are the bigger will be the gate receipts—the greater the profits of each performance.

True, in large cities and small towns—the large Store (because of more footsteps leading to the entrances) can buy cheaper—can sell cheaper (if necessary), can make greater sales and can show greater profits than can the small Store. You must attract the buyer's attention before you can even hope to sell him—if you don't the other fellow will. You must place your merchandise before him in an attractive and tempting way. Just good merchandise will not make the sales—presentation comes first—give that step your push and energy. There are many means of attraction, but the first and most effective is the Store Front—that element which appeals to every passer-by in a quiet, forceful and direct way.

Kawneer STORE FRONTS

Go out and "size up" your Front—does it give the right impression. Would it appeal to your pocket book if you were a passer-by?

Don't Let Your Store Be Next Door to the Crowd.

Put in a KAWNEER STORE FRONT and your initial cost is the first and last cost—no paint or repairs and you need not worry about glass breakage. Commercially—KAWNEER will make the crowds come to your Store—will make the footsteps lead to your doors. Let the footsteps dirty your vestibule floor—it's money dirt—each footstep carries a profit for you.

Don't Let Your Store Be Next Door to the Crowd.

Look around—pick out the Stores with KAWNEER FRONTS—ask the Merchant behind what he thinks of KAWNEER. Ask him if he can trace actual sales to his KAWNEER windows; what percentage of his business is due to his windows.

Kawneer Store Fronts Make Sales.

They create sales by their 365-day-and-night service. KAWNEER is a solid, all metal construction, built to last. It's strong, still gives the all-glass effect. All outside mouldings of glass-bearing members are made of 35 ounce copper — No. 16 B. & S. gauge.

KAWNEER sash provides for the regulation of show window ventilation and drainage—throw open the sash in winter, let the air circulate along the inner surfaces of the glass, and in summer keep the dust out of your windows by simply closing the holes in the sash. It is all done by a simple V-shaped slide built in the gutter of the sash. It means continuous show window service—winter and summer—it means more footsteps—more sales—bigger profits.

"Boosting Business No. 21."

Send This Coupon to Us.

We've compiled a catalog for you. It shows photographs and drawings of many of the most effective Store Fronts in the country. It shows how many Merchants have actually revolutionized their entire businesses by the installation of KAWNEER.

Send in this coupon to-day—the booklet was printed for you—it won't obligate you in the least—we want to show you the strides we have made in the development of the modern Store Front.

Kawneer Manufacturing Company

Francis J. Plym, President

78 Duchess Street

TORONTO - - CANADA

COUPON

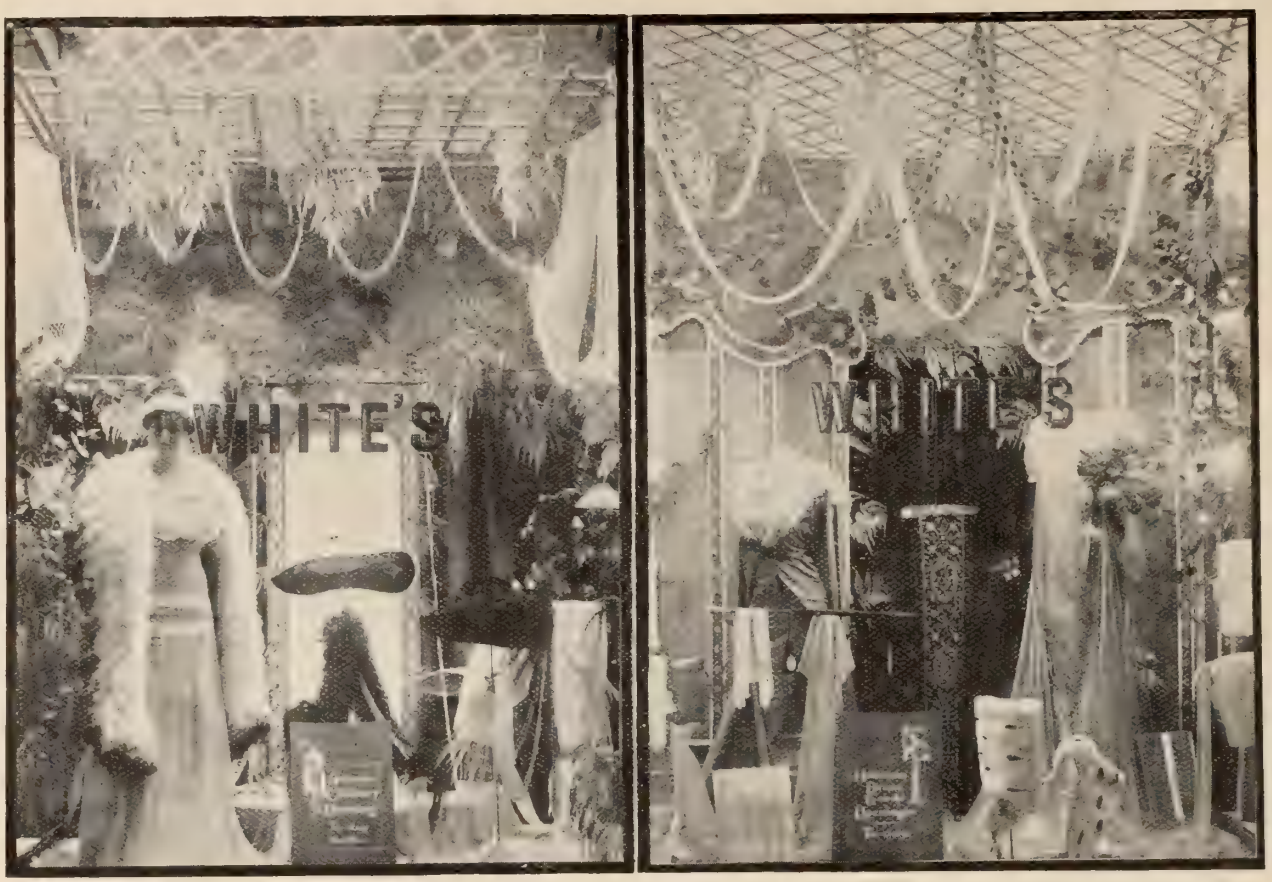
Kawneer Manufacturing Co.,
78 Duchess Street, Toronto, Canada.

Gentlemen—Kindly send me "Boosting Business No. 21" without obligation to me.

Name .....

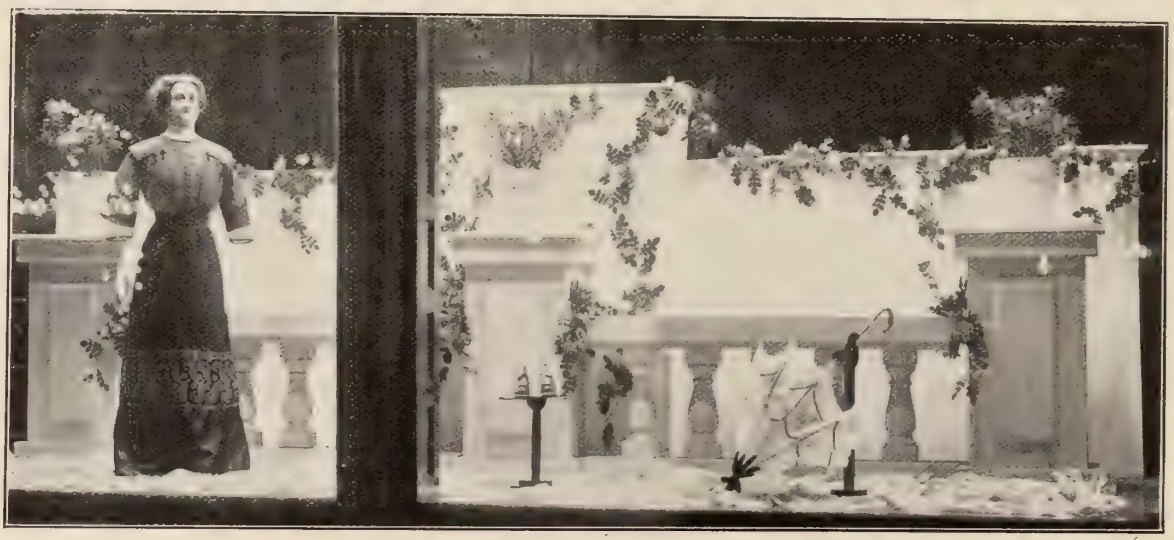
Street .....

City or Town .....



Opening Millinery and Dress Goods Windows.

1. Panel background of brocaded satin and veiling, with Rhinestone beading, tan velour curtains, ferns in all shades of tan, with grape vine sprays used in the general setting. Floor of tan felt with draped centre platform. An artistic arrangement of figure and millinery models makes an effective window. 2. The same color scheme is seen. Two smart drapes on figure and mummy forms are shown, in which the materials are grouped to suggest their correct uses, and the whole completed with a neat arrangement of accessories. Both these windows are effective in every way because the selling points, as well as display and effect, are carefully considered in each. For the John White Co., Woodstock, by J. W. Bryan.



Exclusive millinery or ready-to-wear setting. The rear wall is done in white, and the grey-green balustrade sets about 24 inches in front of the background. Crimson rambler foliage is used. Light green soiesette is puffed on the floor. By F. J. Cuni, Huntington, W. Va., U.S.A.



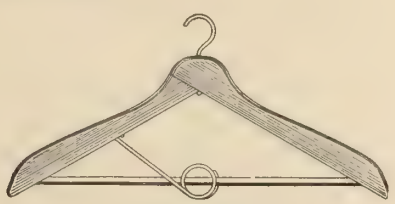
Before your Clothing comes in for Spring, why not make arrangements to hang it up as shown in the above illustration, taken from one of the stores we have recently fitted up? If you are opening up a new store these Racks are cheaper than tables. Let us know your floor space and we will suggest the best size Rack for your store.

Double Bar, Polished Steel, Tube Rack

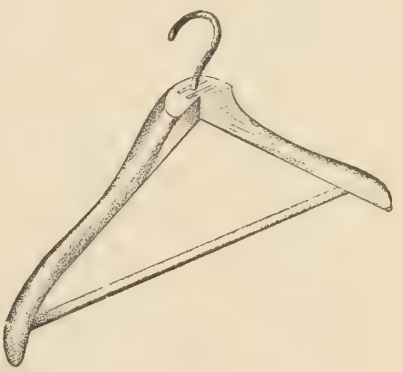
6 feet long, 6 posts	$10.50
8 feet long, 6 posts	11.50
10 feet long, 6 posts	12.50

Double Bar, Oxidized Steel Tube Rack

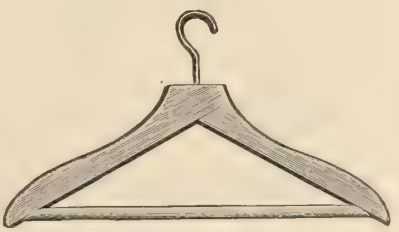
6 feet long, 6 posts	$13.00
8 feet long, 6 posts	14.00
10 feet long, 6 posts	15.00



No. 64.—Combination Suit Hanger with wire attachment to prevent trousers from slipping off .....$9.00 per 100



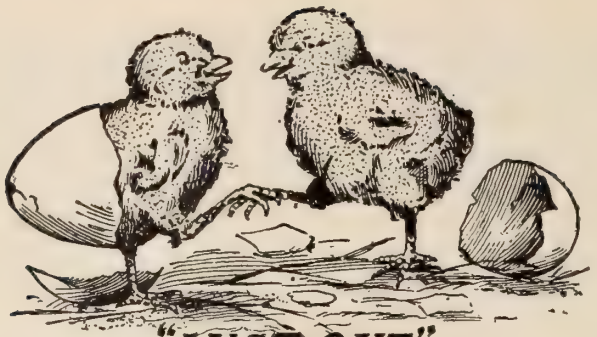
No. 74 B.—Combination Suit Hanger,..... $15.00 per 100



No. 33 I.B.—Combination Suit Hanger, inserted Trouser Bar .....$7.50 per 100
No. 33 B.—Boys, 15 in. wide..$7.50 per 100

The Taylor Mfg. Co.

82 QUEEN STREET N. HAMILTON, ONT.



"JUST OUT"

OUR NEW CATALOG

containing all the latest and most attractive designs in

DISPLAY FIXTURES

Clothing Forms,
Clothing Racks,
Showcases,
Mirrors,
Stands, Etc.

The most complete assortment ever offered to the Canadian trade.

A copy will be sent to you free on request. Write at once.



Delfosse & Co.

Office and Sample Rooms: 247-249 Craig St. W.
Factory: 1-3-5-7 Hermine St.

MONTREAL

Continued from page 26.

Scenic backgrounds suggest the same treatment. Landscapes in two tones, conventional or allegorical designs with curtains or simple unit effects make a suitable window. Where the artist depicts Easter scenery or uses colors which are striking the setting is high or perspective is necessary to subdue the general effect. The whole problem is one of individuality.

Millinery is combined with exclusive gowns and is usually the premier showing. More hats are necessary because they are smaller. Each figure must conform in coiffure—the style and color scheme perfect with the gown or costume. The Malines and soft draperies used suggest giving the floor a soft puffed finish and completing with accessories, ospreys and flowers in more profusion than usual, but not in massive arrangement. Drapes over the stand detract from the posing of the hats, because they are smaller. The originality of groupings and blending of colors commends somewhat striking color treatment, although arranged in the best of good taste.

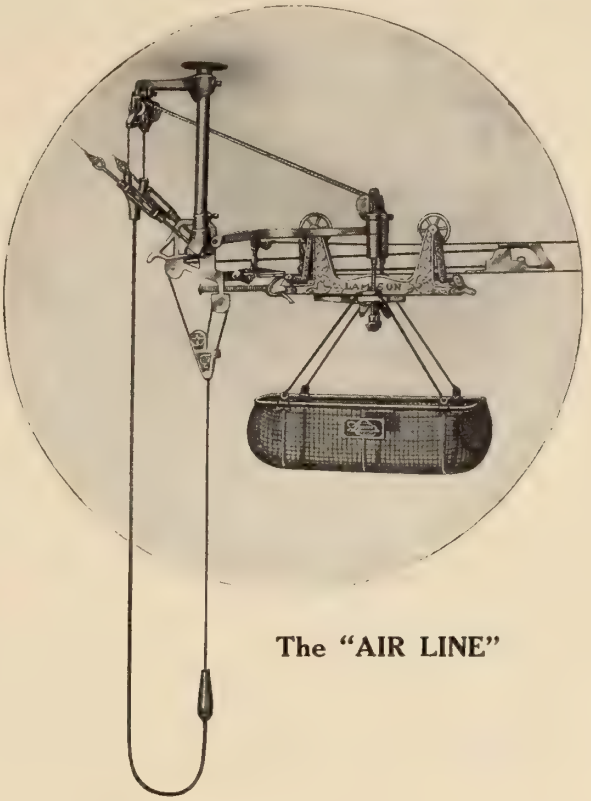
Dress goods showings are divided according to occasion, texture and use. In the suiting window, exclusive lengths chosen are those most in advance of the season's influence. This season combination colorings are featured and materials draped in outline with extreme novelties seen in fashion cuts or in ready-to-wear. A smart model from the dressmaking department often advances the season in approved fashion. The suggestion of trimming is as manifold as the trimmings. The window is completed with one or two large hats, a few parasols and accessories for street wear.

In a window of high class afternoon or evening silks or new textures, trimmers are only limited by the novelty fabrics carried. Richness in effect and color blending are paramount. Brocades or blended designs in the entire range of crepe. Charmeuse and crepes, embroidered voiles and marquisettes and charmeuse satins in soft tones or vivid hues, found in an inspiring color card, will tax the ingenuity of any display manager to give all the style which opportunities invite. The rich fabrics and glowing colors in suggestive drapes leave nothing to be desired by the artistic.

A great deal of style interest centres in the new suits, coats and dresses. In this connection the same influence is seen that applies to fabric windows, moderated only by less extreme styles than those suggested in the drapes. New models which are accepted as novelties for the class of trade catered to are arranged so that the lines rather than tailoring is accentuated. The wardrobe selling importance is also watched and must bear out the decisions of the buyers in relation to the stock. Coats, suits and dresses as part of any woman's wardrobe, will sell in marked ratio to season which display managers can take as their guide.

Colorings, which are so important, are according

LAMSON



The "AIR LINE"

Lamson Parcel Carriers

—Centralize, and fix responsibility for every sale.
—Save time, labor and wages, and increase selling capacity of clerks.
—Have stood the test of many years of the hardest usage and to-day are the "reason why" of the good service in thousands of up-to-date shoe stores.

ASK YOUR NEIGHBOR

THE LAMSON COMPANY

BOSTON, - U.S.A.

Wire Cable Tube Bell Pickup Carriers

Representatives in all principal cities

SERVICE

to the fabric or the influence of the color card in each department. In dress goods and ready-to-wear, soft tans, greys and blues are contrasted with fawn, tan, black or white and black and white. The silks, trimmings and accessories contain the Oriental hues. In millinery and silks the vivid lines are blended in primrose, cerise, flame and pink shades, coque de roche, yellows to light cream, soft blues to white and a range of brilliant greens. Of course, the extent to which initial windows can be worked out depends on the amount of space. In these trims gowns to show the completed fabric or the drapes to suggest the completed gown are best in any of these shades, which are represented. The whole color scheme is relieved with fine, shadow or typical laces in cream or white and smart accessories in which the same shades prevail, and which complete the costumes of fashionable patrons this season.

The same dominant brilliance will pervade the store in interior and floor displays. The correctness of the resume of Spring styles and the eclat with which the event passes off are due to good management. The pleasure of the openings is always inviting to customers and display managers are accredited as attention is focused on the store. The results are traceable to profitable knowledge of the stock style and prices. And in most businesses profits are the return.

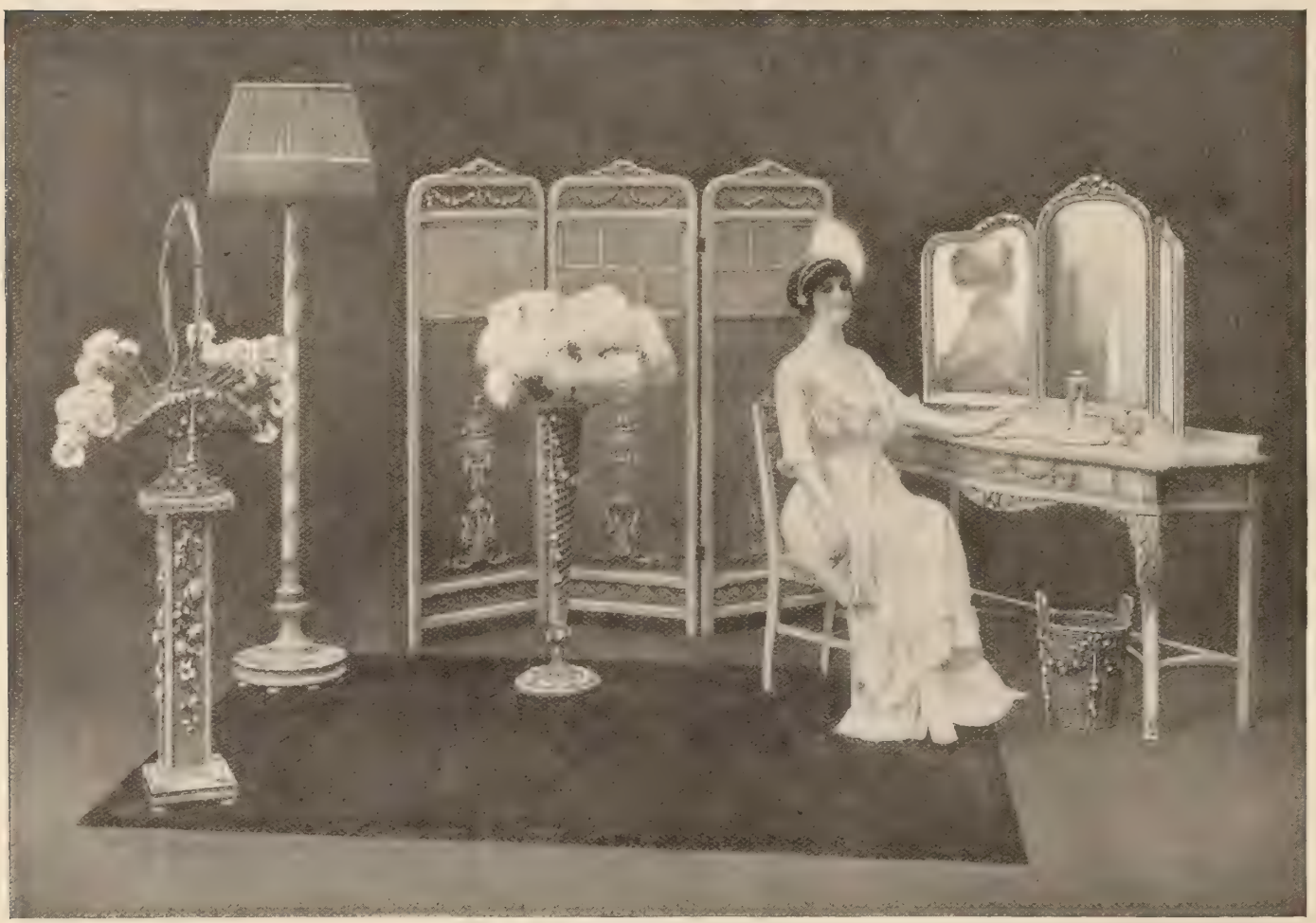
Concentration in Display

In the display presented herewith, the underlying motive quite apparently has been to concentrate attention on the one figure shown. That good results can be obtained in this way is the claim advanced by window trimmers who support the idea.

The display is the work of D. R. Mowerson. A lady's boudoir is shown with well selected period furniture to round out the display. Attention will necessarily be focused on the one figure and the gown. The effect is unmistakable; no one can omit noticing and scrutinizing the figure. From visual inspection to a personal visit to the proper department in the store, is a step that many would be impelled to take as a result of the impression made upon them by this highly concentrated form of window advertising. At the same time, the display has an artistic as well as sales-making value. The figure does not hide or overwhelm the furnishings which thus become an integral part of the display.

—⚙—

Toronto, Ont.—The death occurred here of W. P. Tucker, for ten years in business here as a manufacturers' agent. He was well known in the dry goods and men's furnishings trades.



WRITE TO-DAY

for a copy of

OUR 1913 CATALOGUE

It costs you nothing and will undoubtedly be a great help to you in solving the problems of displaying your merchandise.



The Eiffel Base is the most artistic and serviceable base ever designed.

CLATWORTHY & SON, LIMITED

The largest makers of Fixtures in Canada.

161 KING ST. W., - TORONTO



We have some beautiful lines in Wax Figures.

Are You Ready?

We Are with

FLOWERS FOR EASTER AND SPRING

Easter comes on March 23rd. Bear in mind that it is nearly a month earlier than usual. Place your orders NOW.





No. 051. EASTER LILY, 1 large satin lily and 1 bud per doz ..... $ 1.50
Per gross 15.00

No. 265. LILIES CRESCENTS, 6 lilies, 10 buds and 95 leaves to each crescent. Each $1.50, per doz $16.00

DON'T FORGET OUR NEW ADDRESS

Canadian Flower Mfg. Company, 243 BLEURY STREET MONTREAL

No. 17 For Fancy Waists

Has Flesh Colored Yoke



No. 17
Page 27 Catalogue

You can hardly estimate the real value of this No. 17 D. & P. Waist Form in producing sales. Unlike the old style forms with the complete jersey covering, this form has the flesh colored enameled yoke which shows the open work of fancy waists to good advantage without laying in tissue paper. The velvet covered adjustable belt allows the bottom of the waist to be tucked away inside neatly and quickly without pinning or the possibility of strings showing.

Mounted on oxidized copper, nickel plate or brush brass as desired, price net $4.50.

Write for catalogue.

MANUFACTURED BY

DALE AND PEARSALL

Manufacturers of High Class Fixtures, Etc.

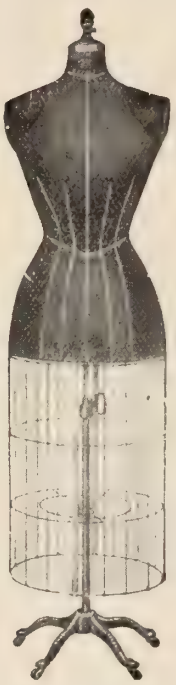
106 FRONT STREET EAST - - TORONTO

Let Hall-Borchert

Adjustable and Non-Adjustable

Dress Forms

Display Your Gowns



Do you have any trouble in dressing your windows—any difficulty in displaying your gowns and dresses? If you have, a number of Hall-Borchert Adjustable and Non-Adjustable Dress Forms will solve the problem.

To introduce this form to the trade we make this special offer:

Canvas Covered Display Model, $7.00
Cloth Covered Display Model, $5.00

If you would make a success of your Easter and Spring displays a few of these forms will help wonderfully.

Write for Catalogue C.

The Hall-Borchert Dress Form Co. of Canada, Limited

158 Bay Street, Toronto

TRADE WINNERS

The Colonial Pedestal and Millinery Hat Stands.

Millinery Hat Stands
24 in. to 60 in. High
$36.00 per dozen.
F.O.B. Balto.

Pedestal
24 in. high with a 9 in. top.
$36.00 per dozen.
F.O.B. Balto.



No. 100



No. 101

No. 100 Photo in Base.

No. 200 Cast Face in Base.

No. 400 Floral Design in Base. Detachable Bases.

The Bases of Pedestals to match Hat Stands also detachable.

All stands are finished in the highest quality Gold Bronze. They are genuine business getters, enabling you to make a rich display and give your stock the appearance of the highest valuation, always the desirable thing to do.

High Art Fixture Co.

222 N. Gay Street, - - Baltimore, Md.

Our Specialty: Millinery Hat Stands.

Over 4,200 Feet of FRINK REFLECTORS

In the New Bamberger Store

The new Bamberger Department Store, in Newark, N. J., is one of the largest modern establishments of its kind. All the equipment was selected with a view to enhancing the appearance and utility of the store as a unit.

No other efficient system was fitted to their particular requirements. Over 4,200 feet of FRINK REFLECTORS were required for the show cases, show windows, rug racks and art gallery. Each type of reflector was designed for the special purpose to which it is used. This kind of a lighting system costs no more than other systems using "stock" reflectors and shades.

Our Engineering Department is at your service, ready to submit designs for your individual requirements. FRINK REFLECTORS and J-M LINOLITE LAMPS illuminate the goods in the most efficient manner possible.

J-M Linolite Lamps generate less heat and have the longest useful life of any incandescent lamp on the market.



New Department Store of L. Bamberger & Co., Newark, N.J.

May we send you a copy of our "Modern Store Illumination" Catalog No. 410? Address nearest Branch.

THE CANADIAN H. W. JOHNS-MANVILLE CO., LIMITED

Sole Selling Agents for Frink Products.

Manufacturers of Asbestos and Magnesia Products. TRADE ASBESTOS MARK **Asbestos Roofings, Packings, Electrical Supplies, etc.**

TORONTO MONTREAL WINNIPEG VANCOUVER 1846

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



Quick Change Means Pleased Customers

Our guarantee:—We will instal a system of our carriers in your store. After 10 days' test, if they have not proved their superiority to all other makes of store service, we will remove the equipment without cost to you. It will pay you to investigate our modern improved PNEUMATIC DESPATCH TUBES AND ELECTRIC CABLE CASH CARRIERS.



CATALOG FREE

The Gipe-Hazard Store Service Co., Ltd.

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 118 HOLBORN, LONDON E.C. ENG.

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates



Have you a New Way Store

The New Way Crystal Wardrobe is *the* modern device for displaying ladies' outer garments. Made by Grand Rapids Show Case Company (*Grand Rapids, Michigan*)--and adopted by the foremost merchants of Canada and the States.

Show Rooms and Factories:

New York Grand Rapids Chicago Boston Portland



KRAMER

ALL STEEL BALING PRESS

THERE ARE NO WOODEN PARTS

The ideal Baler for waste paper, rags, straw, excelsior, etc.
Do not purchase a wooden baler when you can use one made of steel.
Greater Strength—Smaller Floor Space, Easier to Operate—More Economical than any other Press on the market.

OVER 2,000 SOLD IN ONE YEAR

TORONTO TYPE FOUNDRY COMPANY, LIMITED
TORONTO MONTREAL WINNIPEG CALGARY REGINA



Quicken Your Service

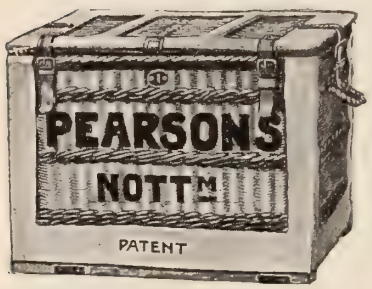
The installation of the "Perfect" carriers in your store will increase the number of sales because it enables the clerks to handle more trade. It saves the valuable time which a salesman would lose in wrapping parcels and making change. And your customers will appreciate the improvement in the services.

Write for further information to

Hamilton Brass Mfg. Co., Limited, Hamilton, Ont.
MONTREAL OFFICE: 327 CRAIG STREET WEST

PEARSONS' BASKET FACTORY, NOTTINGHAM ENG.

92 Years Experience



PATENTED HARD-WEAR PROTECTORS.

THOUSANDS IN USE IN ALL COUNTRIES

WATER PROOF INDESTRUCTIBLE

BEST VALUE OBTAINABLE

ILLUSTRATED CATALOGUE FREE

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Hamilton, Ont.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

Watch the Advertisements

The proprietor of one of the largest stores in Western Canada told one of our representatives this week that he always reads the advertisements, and passes the "Review" on to buyers in the different departments. He finds it pays him to keep in touch with goods offered in advertisements in the "Review."

Perfect photographs of these and other wax figures will be sent to interested merchants promptly upon application.

PALMENBERG
NEW YORK

Correspondence on qualities and all other details is respectfully invited. Other handsome models in different grades.



Model 10G.



Model 9F.



Model 4D.

J. R. PALMENBERG'S SONS
Established 1852.
710 BROADWAY, NEW YORK.
Factory, 89 and 91 West 3rd Street

Boston Salesroom
30 Kingston St. 110 Bedford St.

Baltimore Salesroom
10 and 12 Hopkins Place



Fine wax head mounted on all brass square base and standard adjustable belt.

Price - $20.00.
Round base and standard, $18.00

Beautiful Wax Heads That Set Off the Gown

Add a Touch of Life To Your Display

A gown properly displayed is half sold. Then why not see that you have a staff of proficient silent salesmen who will work for you both night and day in your windows.

Richardson's Forms With Wax Heads

are best suited to set off the beauty and style of your gowns. They add a charm to the article draped upon them because of the poise of the head, the enchanting coiffure in several latest styles and the refined features of the face.

We also make all kinds of Papier Mache forms for drapery and ready-to-wear display purposes including latest Panier form as illustrated.

Illustrating in advertisements or catalogues do not do justice to our goods. Better see them.

A. S. RICHARDSON & CO.

Oldest and Best Manufacturers of Wax Figures and Display Forms in Canada

Showroom..... 99 Ontario Street
Factory..... 101 Ontario Street
TORONTO



Price $7.50. With pink satin bust - - $8.50.

CANADIAN FUR TRADE NEWS

Contract with Order for Demonstration

Merchants can reap benefits by holding demonstrations in co-operation with furrier—Analysis of conditions attending these events and a summing up of the advantages accruing.

THE attitude of the fur trade is not necessarily the same on seasonable demonstration as on consignments. Most merchants, whose accounts are worth catering to or who are handicapped by mail order or close competition are entitled to manufacturers' support.

Different furriers in Canada question the wisdom of going into any locality and making a showing because accounts are continually changing. There are several reasons for these influences just as in any other buying. From the manufacturers' standpoint, a necessary limit of initial purchases must be set. In some quarters, the tendency is to overcome the need of carrying stock and to depend on manufacturers for a larger turnover. This is not good business and has to be guarded against in placing. No merchant is asked to confine his business for a demonstration, but close inspection sometimes leads to changes. Support is not always justified because the class of trade catered to and the standard of garments handled are not always suitable. Many merchants have a limited idea of the furs they can sell and the only result of a demonstration is to educate both buyers and the trade to see the possibilities. When a selection of high class furs is shipped a manufacturer has to take the risk of losses. The time of a salesman, who might be doing more business is lost. In return for this, merchants take the precaution of selling their own stock wherever feasible. Ultimately furriers sell the merchants stock and have the bulk of their own left as the repeat orders received do not show that the merchant has much confidence in sales for the balance of the season.

Another feature of fur demonstrations, which is unfair, is the financial reputation indirectly given to the house making the representation. Usually these displays are made on the early trips or at the height of the selling season. Very often the firm interested is known to customers through advertising: and to have merchants in their advertising state that a backward season, over stocking or the need of money, are reasons, is untrue. This practice gets sales and, in anxiety to make the largest possible showing, advertisers forget that the manufacturer is only giving legitimate help. The principle of demonstrations is large assortments and, combined with stock, these are broad enough to allow any advertiser sufficient scope to make a style event rather than a sale. Customers are led to expect values which are impossible and have to be convinced after they have found a suitable garment or fur.

In comparing stocks, during a demonstration, discrepancies are seen, which are not accounted for in difference of values or numbers under which each piece is labelled. Manufacturers are entitled to fair competitive prices during a demonstration. Merchants are expected to use good judgment in regard to prices and relative value in the locality. Most representatives have this information already, but do not know the ratio of advance, which is a fair profit and will assure sales.

CONTRACTS ARE ADVISABLE.

The co-operation of both manufacturer and furrier for a demonstration should be verified by contract. Each merchant can rightly claim sufficient profit advance, which the interests of future business demand. Value or price cutting is defined entirely by style; and reduced price is largely a matter of good business. These things are decided when both stock and samples are re-marked to meet sale or spe-

QUALITY FURS



1852—1913

Over 60 Years Established

At no time in the history of the fur trade was the question of

FROM WHOM TO BUY FURS

of more vital importance to the merchant than at the present.

Magazines, Newspapers and Trade Publications have all commented more or less upon the situation.

With prices of raw materials soaring, the average manufacturer will endeavor to hedge by using lower grades—Beware of these.

You never were more in need of Reliability in your fur line than just now.

CHAIN
MOOSE HEAD BRAND
TO YOUR
QUALITY FURS

We still claim that Moose Head Brand sets the

STANDARD OF EXCELLENCE IN FURS

Our line of samples for the coming season is about ready for your inspection.

Wait for the *Moose Head Brand* man.

L. Gnaedinger Son & Co.
MONTREAL

cial quotations. Manufacturers have expenses, which are incidental compared with results, provided that they justify another demonstration at some other time. Any manufacturer should be satisfied to accept listed prices for furs sold during a demonstration and not expect to advance quotations 10 per cent. to cover expenses. Of course costs of selling have to be estimated but the original prices for the season figure the expenses and profits. The arguments that manufacturers prices and reductions of 40 to 50 per cent. are possible are bound to reflect, whether customers are given such values or not. Customers have to pay ultimately because demonstrations increase selling costs and the prices of furs in general.

DEMONSTRATIONS PART OF TRIPS.

Each demonstration can be so arranged so to be part of the regular or sorting trips and the dates coincide with favorable events in business or social circles. Expenses are not unduly increased, because, with a settled route and the assurance of repeats and any other business which may be done, sales totals are enough to warrant the time. Time is saved where dates and connections coincide. Instead of opening trunks in the sample rooms and then waiting to see buyers, travelers go immediately to the show room and arrange samples for first customers. A day is practically saved.

Both parties benefit by the arrangement because furs always look better on the counters. There is a good method of comparison to show the defects of stock pieces or values, which are high. The selling merit of one style over another leads to more satisfactory stock numbers. Stock is kept to value because of the broader impression of the standard prices. Ideas are compared and the information which special salesmen give salespeople on subjects discussed always adds confidence.

One of the primary reasons for a successful demonstration is the retail ability of the representative salesman. No merchant can afford to give anyone communication with his customers unless he is sure that due respect will be paid to the confidence enjoyed by that merchant. Sales are too expensive, when they are forced by an unscrupulous furrier, who does not care whether he ever has charge of a similar event or meets the same customers again. This same idea often prevails in larger stores and may be one of the modern conditions attending one price and independent salesmanship because of value or reputation. But smaller stores have the same people to depend on and cannot afford to overlook the precaution of salesmanship first.

In return for this service, each salesman should know whether he is spending his time to the best advantage in serving customers. Merchants know that a fur demonstration usually congregates both bargain hunter and prospective purchaser. A wonderful number of hard customers, many of whom have been going to buy furs for years are relegated to the salesman. Without forgetting that no one ever knows, when a sale is going to be made, merchants are often unfair in asking any salesman to attempt some of these sales. Time is too valuable and merchants are only required to use their own judgment and reduce the time given to these show customers. In the end, if they are really interested in taking advantage of the selections, the trouble is usually taken to let the salesman know before he leaves.

STOCKS SHOULD BE WATCHED.

The amount of protection, which any merchant is called upon to provide is a matter of precaution. Insurance, loss through shoplifting and careless checking are minor items. Each manufacturer's samples are covered against loss and fire, but unlooked for casualties are guarded against by the merchant in case of misunderstanding with the advertiser making the most of investment and value and the display of rich furs in the windows and show rooms, the greatest trouble is that thieves are invited to make an inspection also. Some times having a watchman is a cheap expenditure and both manufacturer and merchant are on the safe side.

TREATED AS STYLE EVENTS.

Conducting a demonstration is successful as the sales results or after effects are evident. This depends on three things— advertising, salesmanship and the class of furs handled. No fur publicity can be afforded which shortens the season at the cost of reduced prices or the expectation of unusual reductions. Therefore, fur demonstrations are better treated as style events if the dates can be suitably arranged. In the average department the time is propitious up till Christmas and the weather around Dec. 1st combined with clearance values sometimes available, makes a good proposition.

While orders are being booked is the proper time to make agreements. Manufacturers have a splendid argument in favor of an account if they are prepared to provide an efficient salesman and a representative showing. They are realizing that the talk which sells furs from traveler to buyer is not the same as is necessary to convince customers. With the coming season's business in view, some leading manufacurers intend to adopt the same rules as merchants and manufacturers in the Middle States and sign contracts at the time orders are placed. They propose to send salesmen conversant with the trade as an assurance of service. Contracts for fur demonstrations are a proposition for mutual advantage.

Regina, Sask.—The Sherwood syndicate are to build a large departmental store at the corner of Albert Street and Victoria Ave.

THEY ARE OUT!

With 1914 Samples

Mr. John Maitland
For Ontario

Mr. Martin Williams
For Western Canada

DON'T MISS THEM!



Our selection comprises the most varied assortment of all the newest ideas in Furs. Every one practical and appropriate to our climate. It will surely be worth a lot to your Fur Department to see our range of new samples, as they will be the winners next season.

SPECIALTIES:

Persian Lamb, Mink, Wolf and Fox in all colors, Hudson Seal, Muskrat, Electric Seal.

LABERGE, CHEVALIER & CO.

Makers of Stylish Furs,
MONTREAL

DRESS ACCESSORIES

The Buyer's Viewpoint

Paraguay and shadow Chantillys the novelty. Indications that light weight flat Venise will be a leading lace for Summer selling. Paris favors filet and Cluny is regarded as a popular seller. Novelty development continues in embroideries with Bulgarian effects in the lead.

Wide Choice is Offered in Neckwear

Big spring season in progress—Cream of demand for jabots—Bulgarian colors shown—Collars shaped to allow generous V at the throat.

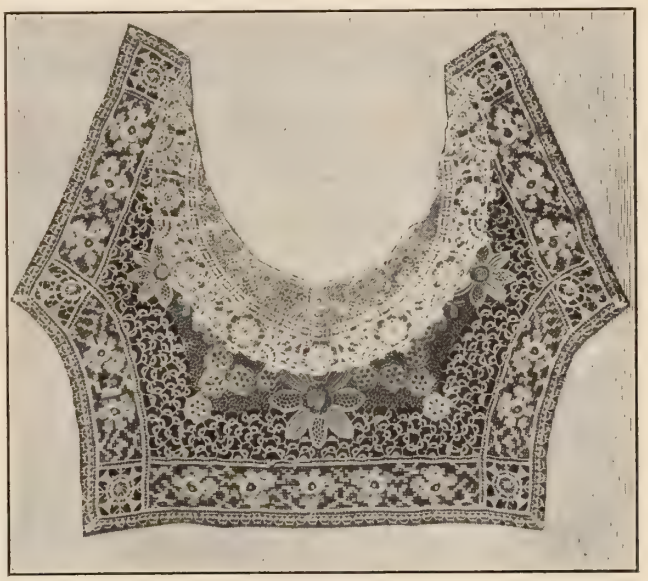
THE early weeks of the new year have brought with them a big rush of business in ladies neckwear and manufacturers have had their work cut out for them since the opening of the year in filling orders and preparing new lines. Moreover there has been no waiting for some new motif to develop, but the trade has proved willing to take all the desirable effects shown.

Staples such as guimpes, chemisettes, jabots and pleatings are in strong demand and for the rest the line may be divided into tailored and fancy models.

Tailored lines include bows, stocks, and low collars, varying from lace trimmed to severely plain. They come in the epaulette shape which is to be a leader and in a variety of shapes showing shoulder points and pointed fronts and are of eponge cottons, Ottomans and pique, both plain and brocaded. Venise edges, crochet and filet edges are the accepted trimmings and free use is made of the edges in pointed patterns.

Another idea in tailored neckwear that is taking is the vestees of pique, or cotton Ottoman. Many of these vestees are piped with silk and finished with buttons covered with silk, and crystal buttons are used for closing also. But after all the cream of the demand is for jabots attached to rolled collars the newest of which are either in Bulgarian colors or in such colors as coque de roche, National blue or cerise. These jabots are in light laces, chiefly shadow and there seems to be no limit to the size of them for they cover the front of the waist reaching over to the shoulders and are in jabot and revers and in bib form.

The fact that the neck will be uncovered and that a more or less generous V will be left bare at the throat during the coming Summer, is well established. Broad baby waist jabots are showing finished at the neck with a band of velvet or with a piped band with bow in front and pleating below of shadow lace or net. Neckwear of this class is trimmed with tiny bows, rhinestone and covered buttons, seed pearls, and small jet buttons.



Medici collar. Venise and filet, shown by Hofer Bros., representing Arnold Reichenbach, Paris.

Much of the distinction is due to the lace adopted and manufacturers are seeking out novelty patterns in shadows and other light laces.

Another feature that is strong is the use of tight little clusters of flowers formed of silk chiffon and satin into miniature roses, violets and small berries, and apples in various colors with the leaves formed of bits of very dark green silk. These little creations decorate bows and other neck pieces.

Natty Easter Neckwear



No. 9248

$2.25 Doz.

¶ DRESSY BOW OF FINE WHITE SHADOW LACE WITH BAND OF SILK IN ASSORTED COLORS.

¶ OUR LINE CONTAINS MANY NEW AND VERY PRETTY DESIGNS THAT YOU WILL FIND MOST DESIRABLE. SEND FOR SAMPLE ORDER OR HAVE OUR TRAVELLER CALL ON YOU.



Jabot and Collar No. 9210

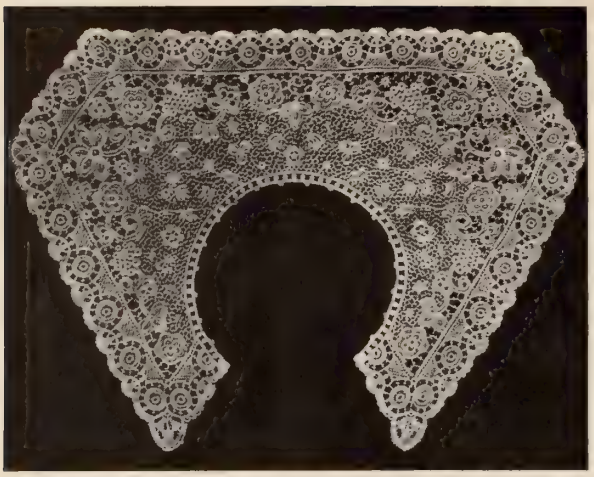
Price $4.50 Doz.

¶ Collar of white Pique and Jabot of fine Net, finished with Lace and Insertion.

MANUFACTURED BY

FLETT, LOWNDES & CO., Limited

142-144 Front St. W. ∴ **TORONTO**



New shaped collar in Venise and Irish crochet. Shown by Sterling Lace & Novelty Co.

Beside the product of the neckwear manufacturer a big season promises in lace and embroidery collars. These come in a big variety of shapes and in Venise and combination laces. In many cases cuffs are added to make up the set.

Veilings Improving Rapidly

Buyers down for openings placing good orders—Fine meshes and attractive neat patterns lead—White, black and white, and black selling in the order named—Some call for purple.

Veilings are going strong now that buyers are coming down to the openings. For some time now there has been an increasing interest in veilings, and the Fall season was both a good and a prolonged one. The selling strength of veilings last Fall gave buyers confidence in their position for spring, a confidence that has been much strengthened by the advent of the small and medium-sized hat. Veilings are really a Spring article and therefore it is not surprising to find that sales are increasing.

Moreover there has been a decided fashion change and the big splashy patterns are being replaced by the most charming and becoming of neat designs. Some veilings are only plain meshes and nets but small and becoming patterns rule and many of them are emphasized by the use of very small chenille dots. Square dotted Russian meshes are good, and the soft silky Shetlands have found nothing to replace them in fashions favor. Craquele and shadow effects in lace veils are also appearing, and now that the separate veil has appeared lace veils in Chantilly, point de Paris and Lierrie are to the fore.

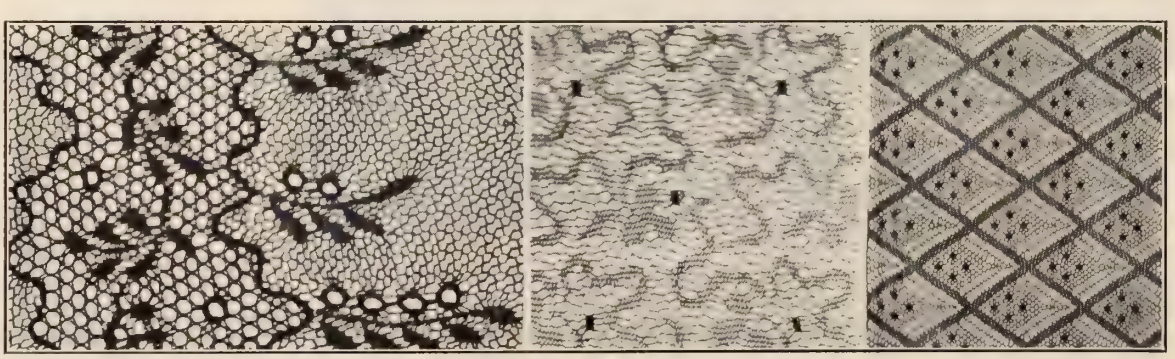
White veils lead the selling list and black and white and complexions are good. Black sells next but there is little news of any color development. Purple is the only color selling and so far the demand for this color is very limited.

Light Laces Still Lead

New Chantillys in shadow effect—The trade adopts Paraguay and Teneriffe designs—Very light flat Venises in growing favor.

The Spring buying so far favors the lighter type of laces. Shadows being still in the lead. Nets and Orientals are becoming more prominent, and most probably will later take the place of the new popular shadow laces. Shadows should sell freely right through the season.

The novelty in shadows comes in the adaptation of Teneriffe and Paraguay patterns, and in the use of novelty net grounds, as craquele and other novelty grounds. The Paraguay motif is used in other laces and the same applies to Bohemian for the characteristic squirmy motifs are applied to other varities of lace. Indeed combinations are becoming strong in the lace field and often two, three, or more laces will be combined in one piece. Thus there may be Oriental or Bruges crochet, filet and Venise combined



Craquele lace bordered veiling.

Two mesh veilings, showing the attractiveness of the new neat pattern.
—Shown by Thompson Lace & Veiling Co.

SPRING SPECIALS

WE wish to announce to the trade that we have moved to our new premises at **59 Wellington St. West** which are over **four times larger** than the space formerly occupied by us. This must mean that we have the "Best Sellers" and we can now show them to better advantage.

Our range consists of everything new including Malines, Shadow Laces, Nets, Veilings, Laces, Rhinestones, also **Bulgarian trimmings.**

Something New
"HOOKALOOP"

for Dress, Blouse and Neckwear fastening. A boon to the ladies. Saves time, expense and annoyance, eliminates making of loops and sewing of hooks.

A Money Maker.

Write

The Thompson Lace & Veiling Co., Limited

Sole Agents for Canada

NEW ADDRESS:
59 Wellington Street West
TORONTO

in one pattern. Going further in this direction very handsome effects are shown in bands, separable galoons and motifs developed in Venise, Reticella and embroidery done on sheer lawn or batiste. This class of trimming has been accepted by the high class



Maline band, shown by Thompson Lace & Veiling Co.

New York stores and used for trimming lingerie gowns to wear at Palm Beach and other Southern resorts.

Filet hovers among the novelties for the trimming lace for the Summer gown. Buyers as a rule fight shy of filet as a risky lace that is hard to obtain when wanted and which never runs for a profitable length of time. The idea that is becoming more pronounced is the importance of Venise as a Summer lace, as the trade is increasing in the class of Venise that has been put on the market this season. This new Venise is as light and filmy as possible and has a very soft finish. The designs are what are known as flat Venise—that is the pattern is not raised. The Cluny outlook is good and this lace particularly in novelty patterns should be a good seller.

All such laces as Lierries, Alencons and particularly Chantillys, are good, Chantillys in particular for this lace is turned out in fascinating floral shadow patterns that are so beautiful that it is impossible to pass them.

Embroideries Are Gaining

Embroideries worked in Balkan colors the new feature—Voile embroideries particularly desirable—New fashions are bringing embroideries to the front.

The new fashions are bringing embroideries to the front and this Spring should be an extraordinary good embroidery season. Advance selling has been good and some remarkable advance displays are being made by the leading stores both here and in New York.

Ever since the opening of the present season the demand has surpassed expectations, showing how quickly a change in style affects the clientele of the large city stores.

Though novelties are so highly favored business is good in the staple lines. Another desirable feature is that here the demand is strongest in the better priced goods and what may be termed "trash" is the slow seller. There is a big demand for 27 and 45 in flouncings. There is a fair call for matched sets and bands, edgings, fronts, and allovers are selling freely.

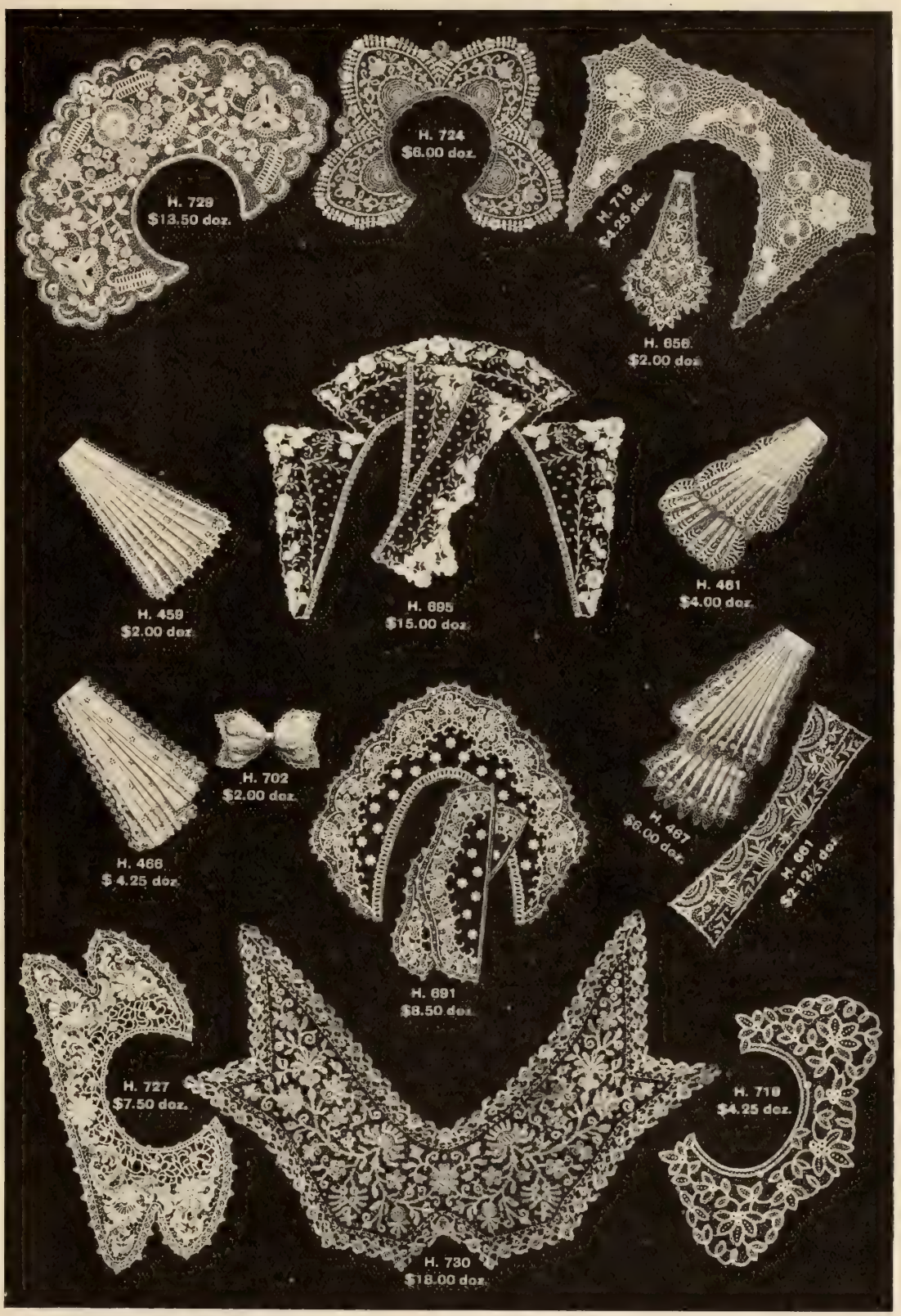
The big business is being done in novelties, particularly in wide flouncings and bands chiefly on voile and crepe or on very sheer highly mercerized batiste. The high novelty shows the patterns in Balkan colors and designs. These embroideries are in many tones of bright color and promise to develop better than when the pattern is worked in solid color.



Bulgarian embroidery bands worked in dimmed Eastern colorings on voile. Shown by Hofer Bros., representing Arnold Reichenbach, Paris.

Voile embroideries in scrolls and in floral designs worked in heavy mercerized thread in Chinese effect. Some few patterns show eyelet but there is a very general effort made to get away from eyelet patterns. This class of pattern worked upon a natural or pastel ground is also selling. Flouncings worked on batiste or lawn grounds show the employment of lace-like bands and motifs for enrichment.

Peterboro, Ont.—Plans have been prepared for the additions and alterations to the store of J. C. Turnbull & Co.



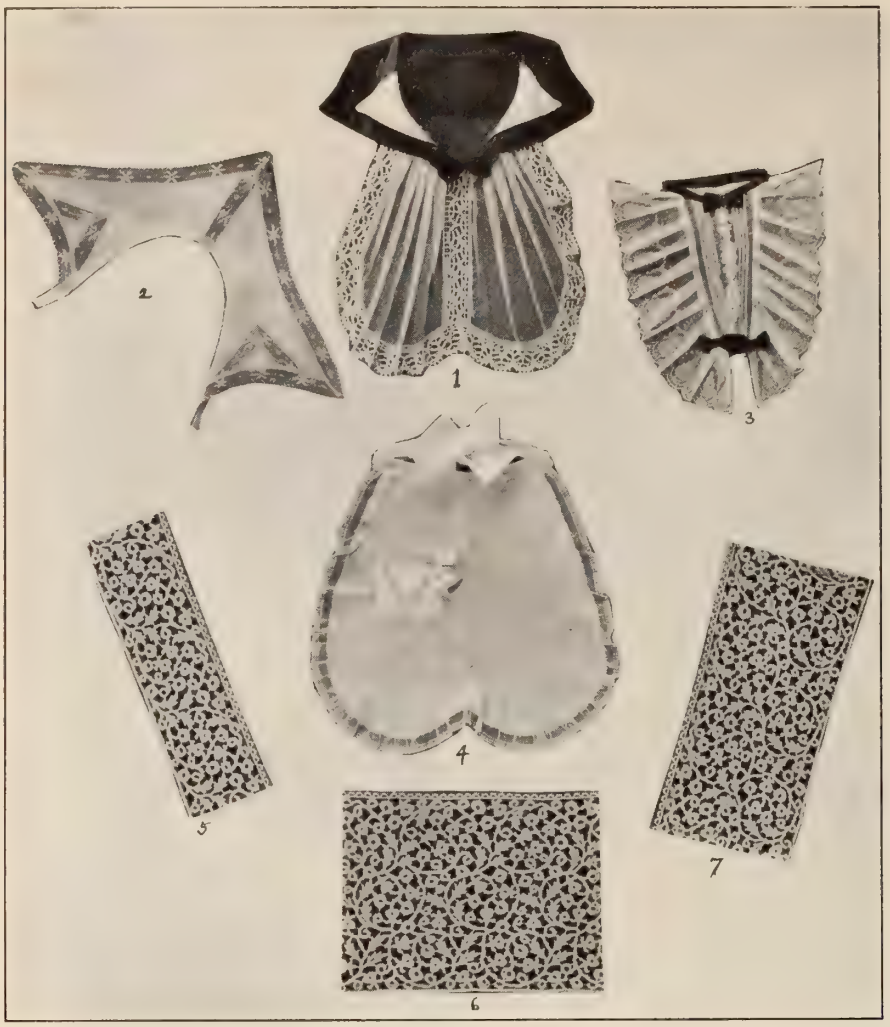
A Splendid Range of Plauen and Swiss Shapes

Lines illustrated above are this season's newest styles. Our Plauen and Swiss lines are well selected. All lines in stock for immediate delivery.

R. D. Fairbairn Co., Limited

107 Simcoe Street, Toronto

President—Rhys D. Fairbairn Vice-Presidents—J. F. Knight, W. C. Cliff



No. 1. Lace and net jabot with soft finished collar of black satin with revers of mauve silk. Shown by Sanderson's, Ltd.

No. 2. Epaulette collar of brocaded pique trimmed with filet lace. Shown by Sanderson's, Ltd.

No. 3. Baby waist jabot of net and shadow lace, with the vest effect trimmed with Venise and small rhinestone studs. The neckband and bows are of black velvet. Shown by A. and T. Hall.

No. 4. Afternoon apron of hand-embroidered lawn with flounce of Mechlin lace. Bow on pocket and ties are of pink satin ribbon. Shown by A. and T. Hall.

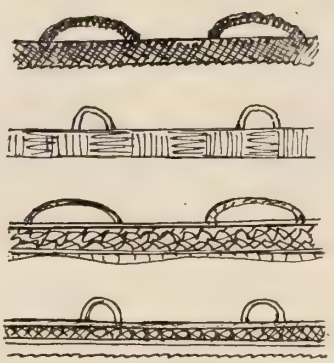
Nos. 5, 6 and 7. Three widths of platt Venise flouncing. These flouncings are reproductions of a priceless piece of antique lace in the possession of A. Hufenus & Co., St. Gall. Shown by E. W. Unwin, 204 McKinnon Bldg., Toronto.

Ribbon Novelties Numerous

Ribbons promise to have a wider popularity—Bulgarian and Futurist patterns in high colors the center of interest—Ribbon is much used on neckwear.

As the season advances it becomes more evident that ribbons are to be more widely used. Ribbon is much used on neckwear, and sashes particularly of ribbon velvet are worn with the new Summer gowns. Ribbon in some form or other is widely used on the Spring hat models. But what is specially significant are the many novelties and the strikingly new designs shown in ribbons.

The latest idea is the Balkan ribbon showing the patterns and colorings of the Bulgarian, Servian and Roumanian type. These are often printed, but some are presented embroidered in wool or silk in these primitive colors and patterns. Also in high colors are the Futurist patterns in ribbons. These ribbons have created quite a stir in Paris as they are totally unlike any designs seen before. Roman striped ribbons are not so new, but are very much favored and so are fancy plaids. Narrow, grosgrain, faille moire and taffeta ribbons come with every variety of band and edge some have the picot or other fancy stitches, others have tiny embroidered edges, while a few have edges woven in ribbed stripes with narrow lines of contrasting color. Among other novelties are polka dot effects with picot edges, and many novelties in floral designs on rich changeable grounds.



Samples of "Hookaloop," a patent braid for dress fastening. Shown by courtesy Thompson Lace and Veiling Co.

This TRADE MARK



Guarantees Highest Quality

REGD. TRADE MARK

You can buy your Nets direct from the oldest Net Manufacturers in the World

John Heathcoat & Co.

LONDON, :: :: :: :: ENGLAND

Patentees of the first Lace and Net Machine in 1808

SILK	Illusions Toscas Veilings Dewdrop Nets	**SILK**	Brussels Nets Dress Nets Tucked Nets Alencon Nets

Also Fine Cotton Nets

Makers of the Famous Heathcoat Waterproof Maline.

STOCK CARRIED BY

A. B. FISHER, 64 Wellington Street West, **Toronto**

SOLE CANADIAN REPRESENTATIVE

Head Office and Salesrooms: 13 Ironmonger Lane, Cheapside, E.C.
Factories at Tiverton, Exeter and Cullompton, England

Style Exhibit at Cleveland

Buyers from ten States see style show and partake of banquet — It is now possible that show may be made a semi-annual event—The reasons behind the show.

Cleveland, March 3.

Fashion shows and openings where the main attraction consists in showing the new season's garments worn by living models are common enough with the retail trade, but it is quite a novel idea for a group of manufacturers to draw attention of buyers to the garments they are making by an elaboration of the same idea.

Cleveland is the pioneer, and has just brought her initial show to such a highly successful conclusion that already the idea of making the affair semi-annual is talked, and there is talk of securing larger quarters for the Fall exhibit.

As outlined by the President of the Style Exhibit Association the aim of the manufacturers who compose its membership is to help the buyer of women's garments who is at all times facing a large problem. Among others not the least is the one of deciding what are the accepted styles, and what are the models that should be purchased to suit the particular buyer's clientele. The opportunity to see some 300 model garments worn with their proper accessories and embracing the last word as to the coming Spring styles cannot help but give him confidence in making his selections—a confidence that he will take home with him. Also this show cannot help but enlarge his ideas.

Another feature is to attract buyers to Cleveland and to impress upon them the importance and size of the Cleveland market. Also the skill of the Cleveland manufacturers, the size of the factories and the wealth of high grade equipment that makes for the highest possible amount of efficiency.

The exhibit was staged in five acts each, one complete in itself and at no time did the entertainment drag, but it was a complete and as interesting as any high-class vaudeville entertainment could possibly have been.

Possibly the most original was the showing on the stage of a great fashion book which opening disclosed living illustrations which stepped out of the page promenaded the stage and then stepped back again to permit of the book being closed and preparation being made for showing the next page.

The American Beauty scene showed 36 models on the stage at once, and the auto scene and the childrens' party scored decided hits. Another scene showed models engaged in outdoor sports.

To wind up there was a grand parade, to music and singing with the spotlight thrown on special groupings.

In all 164 garments were shown, and the practical nature of the exhibition was demonstrated by the fact the big majority of the garments shown ranged from $20 to $75 and that the majority of the guests were from towns and cities having a population of from 5,000 to 15,000.

Late Delivery of Paris Models

Leading millinery and dressmaking houses combine to prevent copying and label faking—Secrecy will be maintained to prevent the adoption of styles in cheap merchandise.

Parisian milliners and couturiers are combining to prevent the illegitimate copying of model gowns, and the use of fraudulent labels. The faking of French labels is an open secret and to such a pitch has this practice been carried that the leading model houses are taking measures to stop the practice.

A few years ago when a model was launched it was exclusively Parisian for one season. Now the foreign manufacturer gets busy and almost before a new model arrives from Paris it is copied into popular priced merchandise, and these inferior duplicates are placed upon sale in many stores. Not only is the garment duplicated, but the label is also copied and to such an extent is this practice resorted to that one well known Paris house which had 200 gowns on record, last season, as sold to America, traced out over 2,000 that bore the firm's label.

Worth heads the movement and such leading firms as Redfern, Paquin, Poiret, Bechoff-David, Bourniche, Cheruit, Dremllet, Beer, Bernard, and Jeanne Lauvin, have subscribed to the agreement.

The rules to be adhered to are as follows:—

1. No orders will be taken for earlier deliveries for Southern resorts. This is to prevent news leaking out.

2. Models will be shown only to commissionares and customers appearing together.

3. Models will be delivered directly to customers at their residences abroad.

4. Dates for openings will be for the United States and South America from Feb. 10 to Feb. 15, and for England and Continental Europe, Feb. 17.

5. Deliveries for the United States will be made only 10 days after date of purchase—that is not before Feb. 20.

6. No models will be shown to any person who has once inspected them without buying.

The exposure of these frauds it is said will work against the business done by the small exclusive store, as the woman who has means will be more apt to shop in Europe where she will be surer of obtaining models that are really what they are represented to be.

Of course there are many firms who have the entire confidence of their customers, and where such confidence has been painstakingly established and carefully guarded there will be no change made in the relations between store and customer.

"If the Spring Season, 1913, does not hang up a record for the consumption of Laces, it will certainly press other seasons very hard."
(Lace and Embroidery Review, Feb., 1913)

A Banner Season is expected in Laces and also in Embroideries and we have made exceptional preparations for months past to meet the increased demand, which will make itself felt very shortly.

Our stocks at present are replete with all conceivable novelties from the various fashion centres, featuring particularly Shadow and Net Laces, which will be most prominent in this season's selling.

Here you will find in unequalled variety, styles and patterns that sell and that cannot be procured elsewhere. Our intimate connection with all European Lace centres means an up-to-date service and supply of the most salable goods to our customers.

Do not fail to see our traveller when he calls and remember that we are always ready to send selections of any line on approbation.

—

Voss & Stuffmann, Limited

The Dress Accessories House

12 St. Helen St. **Montreal**

RHINESTONE TRIMMINGS AND COMBS

DISTINCTLY RHINESTONE—is the fashion decree for Spring and Summer, 1913. The Rhinestone dress trimmings are very much the rage in the leading fashion centres in America and Europe.

In combs, buttons and beads the Rhinestone will be very popular for Spring and Summer.

We are showing a most complete range of these trimmings and accessories and ask you to see our samples at your earliest convenience.

Trimmings are put up in 12 to 36 yard lengths, buttons carded one gross to a box, Rhinestones and workmanship are first quality. We carry a complete range of metal and shell hair ornaments. Styles are right. Send for small sample order and see the S. D. values.

THE SMITH-D'ENTREMONT CO., Limited

1475-1477 Queen St. West, **Manufacturers** **Toronto**



PEWNY'S KID GLOVES

TRADE MARK DÉPOSÉ

For Easter

$6.50 to $30.00 per doz. Every pair guaranteed.

ALL Shades—ALL Lengths.

Write at once for the assortments you require for Easter.

Greenshields Limited
MONTREAL



We want an agency in your town. It costs you nothing to try it out.

Accordion Plaitings

Hemstitching

Plaited Skirts

Covered Buttons

by showing our display card in your fancy goods or pattern department you will have a constant demand for our work.

Will you represent us?

Write for catalogue and display card.

TORONTO DRESS PLAITING CO.
600 Yonge Street, Toronto, Ont.

Novelty Import Co

Our New Designs

FOR

Spring and Easter

IN

Venise Allovers and Collars
Oriental Allovers and Laces
Flouncings, Veilings, Nettings
Malines, Chiffons,
Scarfs and Silk Knitted Shawls

Comprise the latest and most exclusive patterns and novelties being worn at this time in all the fashion centres of the world and include the new **Bulgarian Effects**. Buyers who have given this line their early consideration and have already received their shipments are now re-ordering this merchandise. We would be pleased to have you look over these lines, as you will find **all** good saleable articles and moneymakers.

Buyers who make a visit to Toronto to pick up the last minute styles for their Easter selling will find in our range just what they want—dainty, fetching, novelties that the Easter shopper will pick up quickly. Our representatives are receiving the new things every day, thus keeping their showing right-up-to-the-minute.

Our salesmen are now covering all parts of Canada, showing our entire Spring line. If you fail to see them, we will be pleased to send you a selection (express prepaid) for your approval. If you do not come to Toronto, you can look over these lines at our branch offices:—Montreal, 18 St. Alexis St., Room 13, Mr. L. J. Traube and Mr. J. G. Guild. Winnipeg, Room 248 Chamber of Commerce Bldg., Mr. Leo Rosenbaum. Vancouver, 1016 Rogers Building, Mr. J. Barnard.

NOVELTY IMPORT CO.
"The Lace & Veiling House of Canada"
76 BAY ST TORONTO
Vancouver Montreal Winnipeg

Sterling

"Conforming to the highest standard"

£

Novelties That Loose The Purse Strings

Every merchant knows the weakness of womankind for that exclusive novelty unlike her sisters. And he knows too, if he will admit it, that his constant aim is to cater to this weakness.

Here's where he can get just what he wants—sterling quality—high grade novelties that are different—novelties in laces, embroideries, veilings, neckwear.

We are now showing the latest Balkanese Novelties in Bulgarian Embroidered Tunics, Laces and Embroideries.

We carry the largest range of imported neckwear novelties in Canada. Give us permission to ship some of the latest creations for Easter.

The

Sterling

LACE and NOVELTY COMPANY

80-82 Wellington Street West
TORONTO

High Class

NECKWEAR

for the Spring

—also—

Frillings, Laces, Embroideries

—

Braids, Cords, Frogs, Furriers' Trimmings

—

The

MOULTON MANUFACTURING CO.

LIMITED

MONTREAL

Fancy Parasols

Spring 1913

We invite your inspection of our line before placing your orders

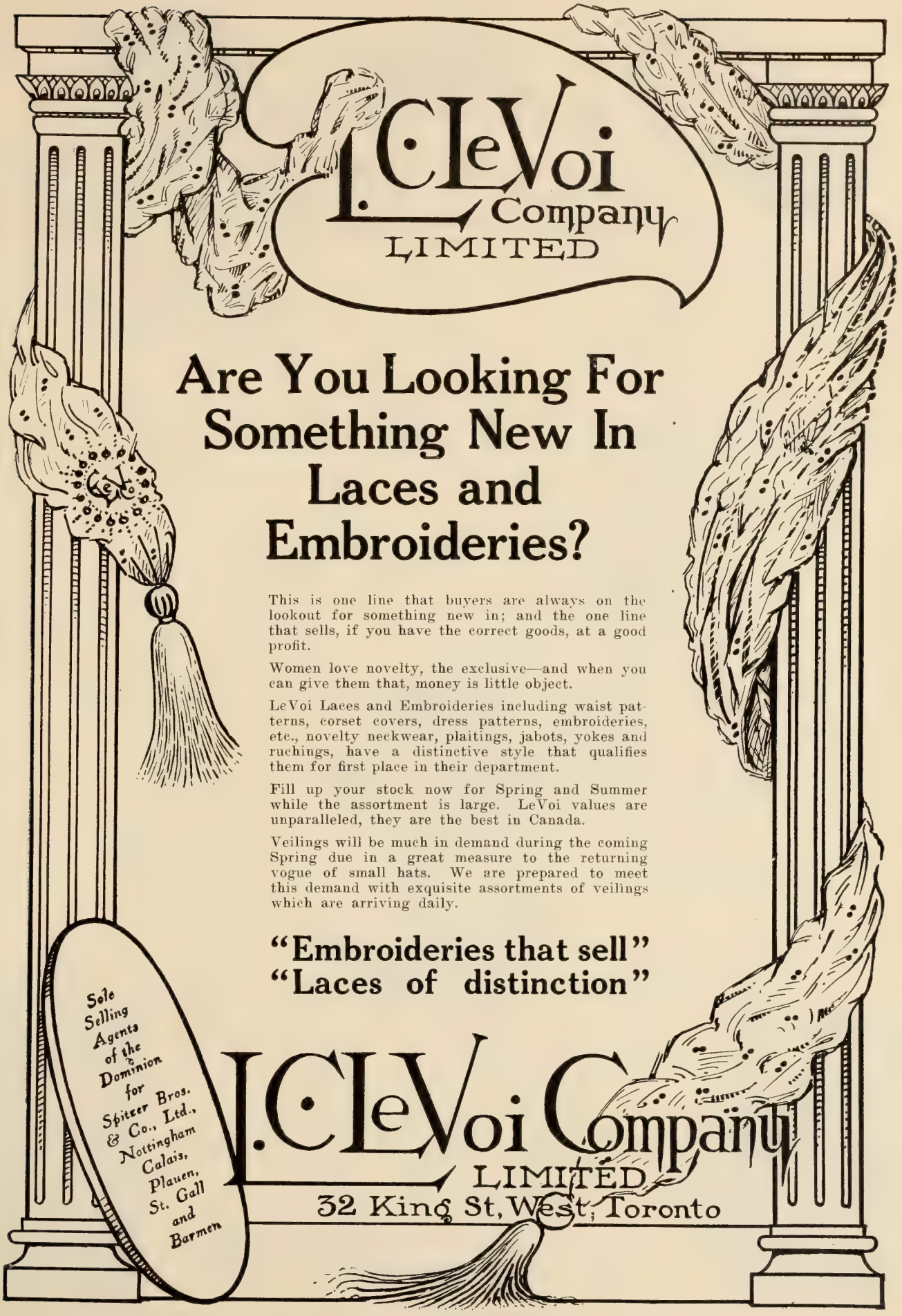
Ladies', Misses and Children's Parasols in the largest and most varied assortment we have ever shown.

The Irving Umbrella Co.

LIMITED

Manufacturers

79-83 Wellington Street West, TORONTO


L.C.LeVoi Company
LIMITED
Are You Looking For Something New In Laces and Embroideries?
This is one line that buyers are always on the lookout for something new in; and the one line that sells, if you have the correct goods, at a good profit.
Women love novelty, the exclusive—and when you can give them that, money is little object.
LeVoi Laces and Embroideries including waist patterns, corset covers, dress patterns, embroideries, etc., novelty neckwear, plaitings, jabots, yokes and ruchings, have a distinctive style that qualifies them for first place in their department.
Fill up your stock now for Spring and Summer while the assortment is large. LeVoi values are unparalleled, they are the best in Canada.
Veilings will be much in demand during the coming Spring due in a great measure to the returning vogue of small hats. We are prepared to meet this demand with exquisite assortments of veilings which are arriving daily.
"Embroideries that sell"
"Laces of distinction"
Sole Selling Agents of the Dominion for Spitzer Bros. & Co., Ltd., Nottingham Calais, Plauen, St. Gall and Barmen
L.C.LeVoi Company
LIMITED
32 King St, West, Toronto



A FAIR TRIAL

is all we ask. We can prove that it is to your advantage to buy your RIBBONS from

"The Ribbon House of Canada"

Barry styles and values need no **defence.** They are known from coast to coast, and we have as **witnesses** hundreds of progressive and successful merchants in every province of the Dominion.

Purchase BARRY RIBBON—then tell us your **verdict.**

MAIL ORDERS filled same day as received.

Walter H. Barry & Co.

Specialists in Ribbons **Montreal**

Marabout Boas and Muffs Our Specialty

ALWAYS IN STOCK		Boas.
20002—6 Rows, 2½ yards long	@	3.25 "
20006—5 Rows, 2½ yards long, Extra Quality	@	4.25 "
20007—5 Rows, 2½ yards long, Extra Quality	@	4.95 "
20009—5 Rows, 2⅞ yards long, Extra Quality	@	8.25 "
20010—6 Rows, 2⅞ yards long, Extra Quality	@	9.95 "
		Muffs.
20035—Medium Size	@	$2.90
20036—Large Size	@	3.25
20038—Large Size, Extra	@	4.75
20037—Large Size, with Nine Tails	@	3.85

BLACK, MOLE AND NATURAL.

E. M. de BOECK & CO., - 43 St. Sacrament St., - MONTREAL

SILKS *for* **WEAVING, KNITTING & EMBROIDERY**

J. MAYGROVE & CO., LTD.

MANUFACTURERS OF

Italian, China and Japan Trams, Organzines and Sewings, Tussahs, Floches, Flosses, Spuns, Twists.

Machine Sewing Silks,
Embroidery Silks Flosses,
and Lace Silks.

MILLS—ABBEY MILLS, ST. ALBANS, ENG.
WAREHOUSES—51-52 ALDERSGATE ST. LONDON, ENG.

ARTIFICIAL SILK *for* **WEAVING, KNITTING & EMBROIDERY**



CANADA VEILING CO.

HAVE you stocked for the coming season Black, White, and White with Black Dot Veilings, or in your Lace Department have you a full assortment of Shadow Laces, Allovers, and Bandings?

Malines in all the newest shades can be had at C.V. Co.

Velvet Ribbons are very strong, and can be had in all shades and widths from the Baby to No. 22.



We have a few Embroideries, Corset Covers, Laces, Ins., Bandings, 45" Flouncings 27" Flouncings Our Advertising Line at 50% off.

Write us for anything in Veilings, Laces, Dress Trimmings, Embroideries, Malines, Chiffons and Velvet Ribbons.

"UP TO THE MINUTE"

CANADA VEILING CO.

WELLINGTON STREET WEST ∴ TORONTO



Buttons in all the newest designs for Spring

The Button trimmed dress, suit and waist will be much in evidence this Spring and Summer. Fashion has predicted a big season for button trimmings and we have prepared for it with a most complete showing of all kinds of plain and fancy styles. Our new range will make it well worth your while to look through. We import a high class line of dress and furriers' trimmings of every description. Travellers are showing our complete line.

A. Weyerstall & Company, Button Manufacturers
Branch Offices: Montreal and Winnipeg. Head Office: TORONTO

LIDDELL'S
GOLD MEDAL
LINENS

EXCLUSIVE
high-grade
IRISH LINENS



In the town of Donacloney, County Down, Ireland, Liddell's Gold Medal Linens were first made nearly seventy-five years ago by the grandfather and great grandfathers of the men who now handle the looms with dexterous skill. Not for one moment has the high standard of quality of these famous old linens depreciated. They reflect the inherited skill of the Donacloney linen weavers—they show designs only obtained by the closest study of the style tendencies of the world of fashion. Liddell's 1913 range will interest you. See it.

R. H. COSBIE, LTD.
IRISH LINEN AGENCY
30 WEST WELLINGTON STREET, TORONTO

BATTING

NORTH STAR, CRESCENT
and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands

Order of your Wholesaler.

ROBERT HENDERSON
& CO. Dry Goods Commission Merchants
181-183 McGill Street, MONTREAL
James Stanbury & Co., Toronto

SUBSCRIBERS

will do the manufacturer and this paper a great service by mentioning the "Review" when answering advertisements.

The manufacturer wants to know what prompted the enquiry, and we want him to know that his advertisement in the "Review" pays him.

GANTS · DENT'S
TRADE MARK
HAND·IN·GLOVE·WITH·THE·WORLD

To Glove Retailers:

Our travellers are now on the road—showing a line of handwear which is without any doubt the very finest range ever put out in Canada.

The more critical you are all the easier you will be convinced—all the more you will appreciate that Dent's are so vastly superior that there is really no competitive line.

Make a point of seeing Dent's Samples in:

Cape, Mocha, Suede
Kid, Reindeer, Chamois.
Silk Lined, Wool Lined, Fur Lined.
Knitted, Woollen and Silk Gloves.
Dress Gloves in Glace and Silk.

Dent's gloves are all backed by the greatest actual glove manufacturing organization in the world's history—and Dent's reputation extending over two centuries.

Dent's gloves are being extensively advertised throughout the Dominion. You will be interested to know that we have been compelled to double our warehouse capacity in Montreal. This means that your sorting orders will be shipped with promptness and dispatch, owing to increased stock and general facilities.

If our travellers are not in your vicinity please mail your orders direct.

Dent, Allcroft & Company
52 Victoria Square
MONTREAL



ON TOP!

Belser, Forster & Co.

ST. GALL, SWITZERLAND

FOR EMBROIDERIES

The new collection has just arrived, and excels in all lines. Buyers are invited to compare prices and values. Flouncings on Voile, Crepe and Batist are a big feature.

See the new BOX LOTS!

WRITE OR PHONE OUR AGENT

Mr. E. W. UNWIN, 410 McKinnon Building
TORONTO
Main 3071



Laces, Embroideries, Fancy Handkerchiefs

Curtain Nets, Lace Curtains, Scrims, and Madras Muslins

The lines we show are commanding the attention of the biggest buyers throughout the trade---Why Not You?
When our representative calls on you see for yourself.

Selling Agents in Canada for:

Oppenheimer & Alder, - Swiss Embroideries, - St. Gall
Morton, Young & Borland, Madras, Etc., Newmilns, Scotland

THE LACE GOODS CO., LTD.

Empire Building, Fourth Floor

TORONTO

A tissue paper pattern is a small thing in itself.

Your profit on it may be only 5c or so. But a pattern represents an architectural idea in dress.

Dress goods represent the raw materials.

The more women you can interest in your patterns (dress ideas), the more raw materials (dress goods) you will sell; and the more women you will get into your store to see your other merchandise.

So you want the pattern with the dress ideas that attract all the women; the pattern that combines style, fit and simplicity; the pattern that sells big.

You want

McCALL PATTERNS

Twelve thousand successful merchants will testify to the merit, salability and popularity of McCall Patterns.

A McCall Pattern Department will build your business.

The McCall Canadian Office and Factory in Toronto, the largest and best equipped pattern plant in the Dominion, enables us to offer you McCall Patterns and Fashion Publications on the same terms, conditions, etc., as are enjoyed by United States dealers.

Samples and Information on request, without the slightest obligation.

The McCall Company

The Leading Paper Pattern House of America

236-246 West 37th Street
NEW YORK

Toronto **Chicago** **Atlanta** **San Francisco**

READY TO WEAR GARMENTS



The Buyer's Viewpoint

Big development in ¾-length Spring cloaks. Manufacturers showing a line full of novelty. Dress manufacturers have all the orders they can take care of. The Balkan blouse the latest in suit styles. Semi-tailored and lingerie waists the sellers. Three-quarter sleeves for Summer wear.

Suggestions of Canadian Manufacturers

Meeting of Cloak Section of C.M.A. held at Toronto at which suggestions for fall styles for coats were put forth—The importance of this step to the clothing industry and to the retail merchant.

THE making of womens' wearing apparel is one of the most important of Canada's growing industries. This industry has many ramifications, and much skill is required in its operation. Each year has shown a rapid further development which is spurring on our manufacturers by giving them a larger field, and an added inducement to further effort. But the biggest and most significant advance was made when the Toronto cloak and suit manufacturers got together a few days ago, and sinking their individuality, emphasised the importance of the Toronto market by putting out for publicity a joint style recommendation for the coming Fall season.

The putting out of such a style recommendation is important from many points. On the manufacturers side it marks that definite progress is being made towards more complete co-operation, and towards the subordinating of keen competition and professional jealousy to the building up of the Canadian market.

It is to be hoped that this spirit of co-operation will spread, as combined effort will go far towards the elimination and amelioration, to the satisfaction of both merchant and manufacturer of many vexatious questions that now tend to make the manufacturing of cloaks and suits and the retailing of the same so harrassing and complicated.

The principal idea in making style recommendadation is to show the retailer that, no matter from whom he buys, he can be sure that the basic lines are right in the garments purchased. And the result of such co-operation is that buyers and merchants look for them and accept the information offered. Co-operation in giving advance style information will awaken the interest of the retaailer, and will cause more of them to realize that there is something more to the ready to wear business than just purchasing a number of garments and disposing of the same, and the interest created will both increase trade and foster home buying.

Co-operation will enable the manufacturer to put before the merchant in a form that will com-

STYLE RECOMMENDATION.

A meeting of the Cloak Section of the Canadian Manufacturers Association was held on Saturday, February 22, for the purpose of considering the question of Fall styles for coats. As a result of this meeting the following suggestions were made as representing the conclusions arrived at by the members present at this meeting.

Collar—Convertible.

Shape—⅞ths loose coat built on straight lines.

Length—45 in. and 48 in., the latter predominating, with a few 45 in. coats, travelling coats to be 54 in.

"Pullan Garment"

MADE SINCE 1902

The Exclusive Agency of Pu'lan Garment granted where we are not already represented.

SPRING SUITS and COATS

are selling. Are you prepared for it?



We can ship immediately:—

SUITS, made in Bedford Cords, Serges, Whipcords, also Imported Tweeds, all colors, **$8.50** to **$22.50.**

COATS—$7.50 to **$17.00.**

M. PULLAN & SONS

An Exclusive Cloak, Suit and Skirt House.
Pullan Building, Bay and Wellington Streets, TORONTO.
Montreal Office, Lindsay Building.

mand attention how really big a problem the making of women's wear presents. Co-operation also will lead to a solution of the style question that is profitable both to the manufacturer and the merchant. To the ready to wear buyer, it will mean that he is assured that the manufacturer is giving



Dress showing many new features. The material is woollen brocade. The skirt is slightly draped in front so as to give the effect of drapery, and is slashed to show the foot. There is a narrow panel of bright colored satin masked by a line of Venise edge. Flat Venise trims the corsage, and a vest of pleated net fills the opening. The long sleeve ends with a puff of net and a band repeating the panel and on the shoulder and sash ends is an embroidered motif in Bulgarian embroidery.

proper prominence and proper attention to the style idea, and that he can purchase in the full knowledge that he will have the seasons' accepted styles in such a form as to suit his particular clientele.

In other markets where this kind of co-operation has been tried out, it has been found that the mutual getting together has had the greatest possible influence in building up the business importance of the whole market, and that it has served to draw attention to the whole industry centred at that point.

For the benefit of the whole Canadian industry and looking towards its future development, "The Review" would like to point out how much the cloak and suit industry would gain in importance and how much further weight would be added to their style recommendations, if Montreal joined with Toronto in their making. Such a degree of co-operation at present is perhaps too much to hope for, but there can be no manufacturer in either city so short-sighted as not to realize that such a joining of forces would be of the greatest moment in fighting foreign competition.

Chicago, Cleveland, Toledo and Cincinnati manufacturers are all members of the Western Cloak, Suit and Skirt Manufacturers Association, and surely what has been brought about across the line can be accomplished in the Dominion of Canada.

Buyers Interested in ¾ Coats

Splendid range of styles in novelty materials shown by Canadian manufacturers—Novelty in cut has followed introduction of new lengths.

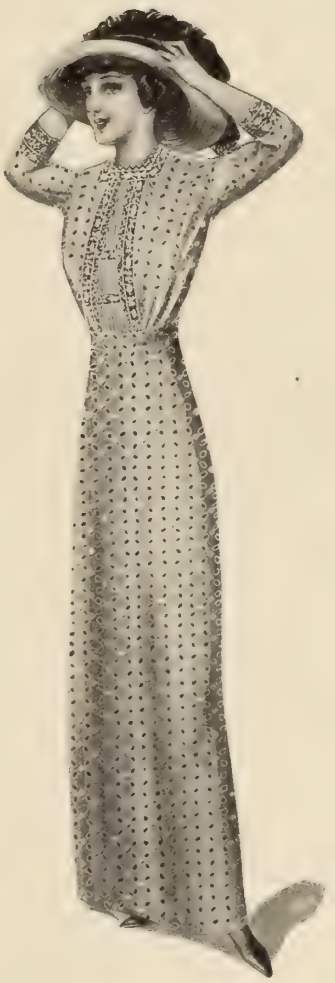
Now that the selling season is opening up it begins to look as though the most prominent feature this season was the interest taken in the new Spring coat. The introduction of new lengths has been followed by novelty in cut. Manufacturers have fully recognized the opportunity presented and are offering a really splendid line. Though there is much novelty there is nothing too radical to be easily taken up. The straight-cut is retained, but the tendency is towards a narrowing of the lines towards the hem, and the appearance of this shaping without the reality is cleverly given by the cutting of the back panel. The same tendency towards blouse styles—that is, the new one in suits is making its way into the later models, many of which are evidently based upon the Bulgarian blouse idea. This is accomplished in many ways, but as a rule, there is a shaped flounce or band rounded in front to give the cut-away effect into which the material above is fulled scantily. When the very fashionable striped Bedford cord is used, or striped eponge this flounce is cut with the stripes either on the bias or on the straight. A very smart model in Shepherds' check showed the checks cut on the bias.

First among materials come the plain and striped Bedfords, and there are some very smart novelty cloths on the eponge order. Mixtures are showing in stripes and in Shepherds' checks often with an over-plaid of bright color. A new material closely imitating a knitted fabric is well thought of, and soft serges in such colors as Copenhagen, tan, peach-blow, taupe and grey are in high favor. Bright-colored linings and high-colored trimmings and facings are in high favor.



Easter Dresses As Presented in "Star Brand"





Our range presents many very attractive numbers which will offer an exclusive touch of novelty to brighten up your Easter showing of Dresses.

They will give you the keynote of the biggest Spring business you have ever had—and incidentally give you first class profits from entirely satisfactory sales.

If you have not seen the complete "Star Brand" range of Dresses you should not fail to see it now.

Let us send a few numbers for your approval.

The Star Whitewear Mfg. Co.

BERLIN -:- -:- -:- ONTARIO

Novelty Fall Cloakings

A wonderful range of novelty cloths for the fall and winter of 1913-14 — Vogue of soft rough clothes in process of developement.

Numerous lines of novelty cloakings are showing for Fall and the garment manufacturers, jobbing houses and large retail stores are placing initial orders. Buyers are extremely interested in cloakings both because the new line is full of desirable novelties, and because there was a decided scarcity in desirable cloths when once the Fall and Winter season of 1912-13 had developed.

The soft, rough cloths are so desirable and have become so popular with manufacturer and consumer that their vogue is still in process of development. Cloths of this kind are favored as they are so adaptable to manufacturing purposes and make up into such smart and becoming models.

Curl cloths are in the spot light, and for this reason the trade thinks well of boucles, moreover, the manufacturer has taken care to put out some very desirable cloths. Diagonals in rough effects with a heavy raised looped cord are showing in attractive two-color combinations. There is a wide and exceedingly attractive range in mixtures that are new, and which all buyers have sampled freely. These cloths are right in line with the prevailing craze for Bulgarian and Futurist colorings and patterns as their novelty consists in the use of blurred splashes of mixed high color forming an indefinite pattern on a ground of soft dull color.

Naturally the jacquard development is featured and wool brocades and matelasses in varied weaves are being offered. Taking it all together there is plenty of novelty in fabric and in color combinations in the new cloths, and cloak designers have a broad field in which to exercise their ingenuity.

New Fashions in Misses Coats

The new length in coats has also registered in misses' and children's lines and the Spring coat does not reach by some inches the bottom of the skirt. City buyers are alive to the change, but in smaller centres the full length coat is still selling. Styles still run to the loose belted and box models, the new features appearing in the shaping of the collar and the arrangement of the trimming.

Designers have expended much of their ingenuity in designing new collar effects for children's coats, and the result is shown in the attractive shaping both in sailor and in rounded shapes, and also in the revers which in many cases are prolonged to the waist-line. The materials used are serge, whipcord, mixtures and shepherds' checks, and a good deal of bright color is seen in the collars.

Bulgarian colors are used, and silk pongee and sponge cloth are used to give variety. Buttons are very much used, and are, as a rule, in fancy effects. Gilt buttons are used both to fasten and trim the coats designed for smaller children.

Junior suits are very attractive and buyers are interested as this has been found to be a quick selling line. Styles are very simple. The skirts are cut straight and plain with wide panel in front and paneled back. The coats are cut with straight lines drawn into the figure with a leather or material belt well below the waist. Many suits are in Norfolk style and serges and shepherds' checks are leading materials. Tweeds and mixtures give variety, both in material and price.



(Left) Blue Serge Princess Dress and Jacket—Trimmed green, purple and yellow soutache, purple bone buttons with green rims, cream lace frills on neck of blouse, green leather belt and buckle, creation Poiret, Paris.

(Right) Black Taffeta Gown—Blue ribbon girdle and sash, pleats lay over loops, cream net collar, ermine tail fringe, embroidered piece black floss, dull gold and dead blue, embroidered black twist buttons on sleeves, dull gold tassels, creation Cheruit, Paris. Drawn by a Women's Wear artist.



WE HAVE NOW RECEIVED OUR SAMPLES FROM BERLIN OF

LADIES' COATS

For

FALL 1913

AND WE EXTEND A CORDIAL INVITATION TO THE TRADE TO SEE THESE

We would also draw attention to our showing of Madeira, Cluny and Plauen Lace Collars. Handkerchiefs, Gloves, Underwear, Hosiery, Brush Knitted Goods and a large showing of European Novelties.

THE

Wertheim Export Company Limited

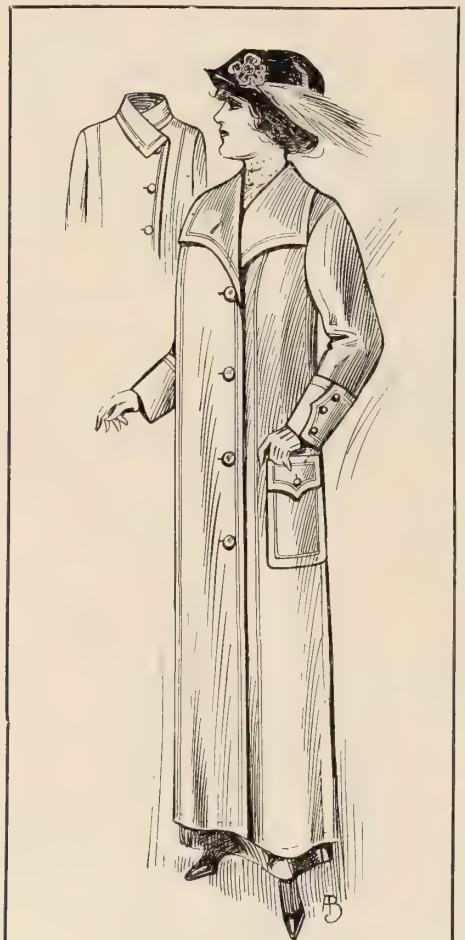
of Berlin, Germany

233-239 Bleury Street ∴ MONTREAL

Variety is the Key-note

Draped effects the leading novelty—Blouse and poplin models in combination effects strong—Crepes and soft satins in evidence in dressy effects.

Tailored dresses for street wear are promised in big variety. Drapery in some form or other is the new feature, and the amount used depends upon the material and occasion for which the gown is designed. The drapery in street dresses of serge, eponge, Bedford cords, poplins and mixture cloths are confined to the elongating of a seam and the placing of three or four pleats into the side of a panel or gore. Sometimes this draped effect is given by using a yoke at the front and sides of the skirt



Raincoat with convertible collar. Shown by National Rubber Co.

and a paneled back cut in one with the lower part of the front. The front is joined on to the yoke and just below a tuck is run right across the front. This forms a draped effect that is both new and smart. Another form of skirt drapery is when the skirt laps over envelope fashion in front and is cut-away and finished with stitching. The left side of the skirt is slightly draped under the right, and the skirt is slightly fulled at the waistline. The corsage is cut kimona style with the set-in sleeve and the waist is surplice or with a vest effect finished with rolling collar and guimpe. The later models show the blousing at the waist-line, also girdle and sash effects. Serge is the big seller and though navy is still the best seller many Saxe blues, tans, and greys are selling. Eponge and Bedford cord in solid color and in stripes are also good.

In dressy effects, crepes and soft satins are very much in evidence. Models of this class have long line draperies, and the very newest styles are so designed to give the figure an outline much wider at the knee than below. Popular draped effects show the skirt caught up at the back and front gores low down.

Two-piece dresses with Russian blouse or blouse and cut-away peplum, the blouse part of plain and the skirt part of striped silk are seen. Brocade and plain silk are also used. This style of dress is also being developed in serge and ratine, the skirt being white or pin-striped and the blouse in color.

Smart tailored dresses of ratine, the plain trimmed with striped and the striped trimmed with solid color in the same styles as are used in the development of wool materials are very much to the fore. Linen dresses both in white and in colors are to be a big feature.

Waists Blouse More

Some time ago The Review reported on the tendency of the new waist to blouse over more, and that more fullness was being demanded. This feature is leading back to yokes and to the use of more tucks and pleats. Waists of this type are invariably buttoned down the front and even when the waist is white, novelty buttons introducing color is a feature.

The big majority of models are semi-tailored and this class of waist has proved the best seller so far. The semi-tailored waist comes in a wide range of materials running from crepe meteor and crepe de chine, brocaded satin, through tub silks to the immensely popular voiles.

A typical waist is of white crepe de chine fastened with crystal buttons rimmed with National blue. The front pleat is button-holed in the same blue and is tucked in half-inch tucks. The neck is finished with an embroidered collar worked in Bulgarian shades on ecru net.

The new lingeries are made of the sheerest of lawns and voiles, and as a rule the newest are finished with a rounded or epaulette collar of lace or embroidery in imitation of hand work. Some few models show touches of color but the all white lingerie waist is always the best seller.

The collarless neck and the ¾ sleeve are favored for Summer wear; just at present the demand is for the long sleeve.



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Ideas Taken from the East Dominate

Paris openings in progress—The use of clinging fabrics and vivid colors the big feature—Etons and boleros, modified Russian blouses and 24 inch jackets shown by the majority of the model houses—Printed fabrics used by some and ignored by others—Skirts narrow and slashed.

PARIS is on the qui vive over the openings, for the leading model houses are decidedly exasperated at the widespread copying and the use of faked labels that has so freely been indulged in. Therefore, the advance secrets of the mode have been exceptionally well guarded. Now that some of the advance openings have been held, however, there is more that is definite to go upon. One or even two swallows do not make the Summer and it will be later on in the month before the definite trend of the mode will be seen and even then the confirmation that can only come from general acceptance will be lacking.

The most important house to show models so far from the viewpoint of American buyers is Bernard. The firm always make a specialty of tailored styles and have many customers and followers among prominent department store buyers and garment manufacturers.

The firm of Bernard are giving preference to suits developed in heavy silk crepes, novelty woollens and soft rough serges. Jackets are about 24 and 26 in. developed in the familiar blouse and cutaway peplum style and very simply trimmed with buttons and rows of stitching. Modified Russian blouses are shown and so are Etons with the lengthened back.

Skirts are straight and narrow, and are slashed up in front or at the sides to give freedom in walking. Many sleeves are 7/8 long and are set in with a few gathers.

Other model houses are featuring 24 and 26 in. coats and many of them still retain the high waist line. The general tendency is Eastern and the newest note is the showing of Japanese and Chinese creations.

The war in the Balkans is a fruitful source of inspiration and from this source we are getting Bulgarian boleros, sleeveless jackets, long jackets with full godets and also the vivid color combinations seen on all sides. The leading colors are dull rich reds, gold, vivid greens and Turkish blues.

MANDARIN COATS FEATURED.

One prominent model house has been featuring the Chinese of Mandarin coat during the Winter, and it is expected that the Chinese motif will even be more extensively used as the season develops, and that the Mandarin coat will be seen not only as a finish for a street costume, but worn as a separate coat.

These coats are exactly Chinese in shape being cut with a perfectly straight line from arm to hem. The sleeve is loose, flares in bell shape being finished by a deep cuff. The Chinese influence is seen in the absence of seams, and even the new skirts follow this idea and are cut in one piece and are wrapped around. They are very narrow at the ankles leaving only just sufficient width to give free movement. Above the knee there is plenty of width and this fulness is disposed in pleats around the waist line.



Misses' suit of navy serge, the coat bound and the skirt banded with Bulgarian blue serge. The buttons are of the two colors, and the neck is finished with a Venise lace collar.



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Raincoats

All the newest models and cloths. Among the novelties shown is the new "Scintilla" rubberized cloth—a very smart appearing material in all the popular shades.

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We have a splendid range of cloth coats in

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Write for our latest catalogue showing the various styles.

The National Rubber Co. of Canada

MONTREAL and TORONTO

Silk crepe weaves are prominent and are looked upon by all as the leaders in Spring fabrics. Some houses are strong for printed fabrics, while by others equally important they are totally ignored. Silk suitings are good and so are cord weaves, moire is well used and so is silk crepon. Among the woollen materials, cord weaves, brocaded woollens and novelty eponges lead.

Just as Trouville in the Autumn furnishes the keynote for Winter styles, so does the Riviera stand for advance Spring ideas. All the leading dressmaking houses have wealthy customers who invariably spend the early months of the year in the South. Therefore, they are forced to design gowns showing the advanced ideas for their use. Many of the leading model houses have branch establishments in Nice and Monte Carlo, and so far this Spring they have maintained a notable display.

From the gowns seen in the Riviera it would seem as though the combining of plain and printed fabrics was intended to be a leading feature. Oriental patterns and patterns designed in Cubist and Futurist effects in brilliant colors are new. Dresses of these printed fabrics in silk are veiled with chiffon, but as a rule these fabrics are too striking and too conspicuous to be used in any great quantity, therefore their use is confined largely to trimming purposes.

In plain silks charmeuse still continues to hold its place as a leader, but soft souple moires are coming to the front. Brocaded fabrics, particularly in crepe and charmeuse, are high style.

Undoubtedly modifications of the Russian blouse either belted round or belted at the back and with loose fronts, or with the front and sides belted and the back loose are most generally worn. Short cutaway jackets, and boleros reaching to the waist in front and terminating in a deep point or having a lengthened basque section at the back are very much worn.

EVENING GOWN MODES.

Turning to evening wear, gowns are made of tulle embroidered in metal or of lace. Plaited tulle is very much used and often the skirt is of plaited tulle with over-drapery of lace. Small draperies covering the hip, and also long pannier drapes are continued, and there are draperies gathered on to the waist in Louis XIII fashion. Scant flounces are employed made of laces 27 and 18 in. wide, and for this purpose Chantilly is the favored lace. But the Chantilly used is a new kind—one that may almost be classed as a shadow lace as it is so fine and light.

Another novelty in laces is shown in hand run or over-embroidered patterns, and especially interesting are the laces brought out embroidered with fluffy wools with the embroidery in colors bringing out into high relief the whole or part of the pattern. Crochet flowers, large daisies, roses or cherries chiefly sewn onto muslin, tulle or lace is another new idea.

In veils the new idea shows black designs in the form of small garlands as a border. Color is used in embroideries and the new cotton crepes and voiles all show colored embroideries.

Balkan Blouse Models Shown

Are the new suit feature—New models have narrow skirts draped and slashed—New vestee effects a novelty.

Suits have been showing in the larger stores since early on in January, and naturally, therefore, some novelty is desired for the Easter trade and for the opening season. This is one reason why the Balkan blouse effects have been introduced, and one reason why they are having so great a success. Another reason is because they are along the line of the straight line, slender hipped, natural figure, and their advent marks the triumph of the natural figure over the attempt to bring back curved lines by means of the revival of pannier modes a year ago.

The new models elongate the waist line and give a perfectly straight line from the arm to the lowered waist line, and the blouse part is frilled into a peplum that fits close around the hips. Coming at this time, this model points to blouse effects for the fall season. Many of the models seen in the South of France are decidedly of a military cut, and are trimmed with braid and frogs in military fashion.

Another novelty is the new vestee effects with the collar cut in one with the vest part, and softly rolling over. The very newest collars look as though they were instiffened, and there is little tailoring about high-grade novelty suits.

These vests are, as a rule, of bright-colored silks, or, smarter still, the new Bulgarian printed fabrics are used. Corded and ratine striped silks, having bright-colored grounds, are used, and so are flowered patterns in tapestry shades.

Blouses and cutaway effects are strong, and for popular selling models cutaway in front and cut across at the back and gathered scantily above the waist line into the bottom half of the back panel are shown.

Many buttons are used, but the tendency is towards smaller buttons. Braid is coming in, but many suits are trimmed with ornaments made of cords covered with the material of the suit.

Skirts show new features, and the new skirts are decidedly narrow, 1½ yards being the generally accepted width. Various ways are used of breaking the outline with drapery effects, but the real drapery is scant in the extreme, and only amounts to a few pleats or tucks. The raised waist line is still continued, but the skirt is either fulled in at the back or the fullness is gathered up into a series of outside darts.

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"Patrician" garments are full of good selling style—style that attracts, then sells.
"Patrician" garments back style with a quality that clinches the sale and makes a satisfied customer.

"Patrician" garments fit because they are made for all sizes and proportions—for the young miss and the average women, the women of slender or stout proportions.

And not of the least importance, "Patrician Values" are the standard of the trade.

See the Spring and Summer range.

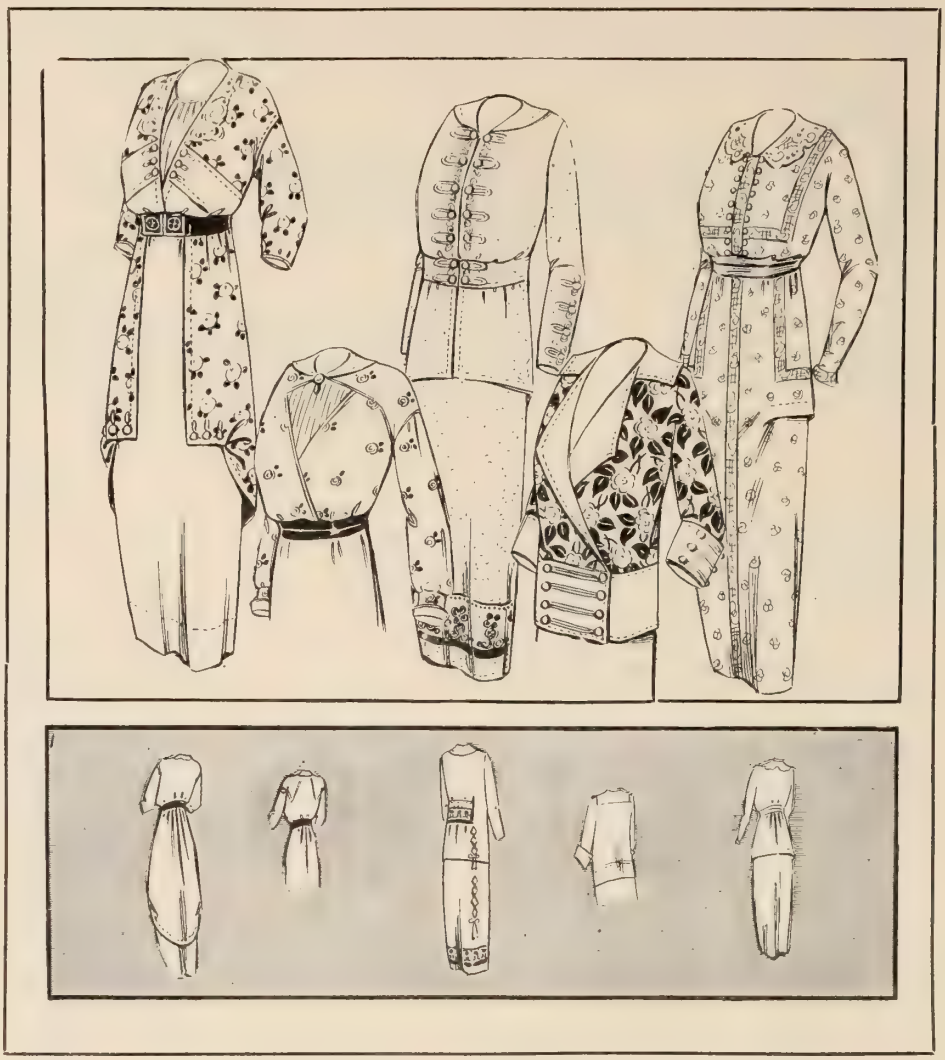


Trade Patrician GARMENTS Mark

The Patrician Cloak & Suit Co.

Samuels Building, King and Spadina,
TORONTO

Trade Patrician GARMENTS Mark



Popular Models Illustrated

These models are selected because they illustrate the trend of the mode and because they point the way towards the form that the popular development of the Balkan modes promises to take. Reading from left to right the description is as follows. No. 1. Gown of white silk crepe figured in dull blue and red and combined with blue satin. The skirt is made with a tunic of the front and is trimmed with loops and buttons of blue satin. The perfectly plain underskirt is of the blue satin. The waist is of the crepe cut with the long shoulder and set-in sleeve fulled in at the cuff into a narrow band of blue satin. The front is trimmed to simulate a bolero with wide bands of satin and a full chemisette of chiffon appears above and blouses over a dull green velvet girdle below the fastening. The collar is of Princess lace.

No. 2. Blouse of printed crepe, dove grey figured with orange and green. There is a Raglan yoke effect into which the sleeves are set and this yoke and the surplice fronts are corded with orange chiffon, and the pleated vest is also orange chiffon and so is the collar that scarcely appears in front, but which is cut in long points behind. The long peasant sleeve is corded into the armhole and the turnback cuff is of orange chiffon.

No. 4—Street frock of taupe colored ratine, the plain skirt bordered with machine embroidery in Poiret colors (red, blue, yellow, green.) The coat is slightly bloused in front over a belt drawn through slashes at the side and appearing again across the back as an embroidered band to match the skirt border. The coat fastens in front and is trimmed with cords covered with the material and the buttons are covered with dull red ratine. The collar is of taupe satin and the coat and skirt are trimmed down the right side with taupe colored cords laced across.

No. 5.—Balkan blouse coat of brocaded ratine—dull green ground, green leaves dull blue and orange. The collar, revers, cuffs and band are of green satin trimmed with made cords of the same and covered buttons.

No. 6. Frock of embroidered cotton crepe, trimmed with insertions of filet lace. The little vest effect of lace is bordered up each side with crystal buttons rimmed with green and the collar finish at the neck is in Bulgarian embroidery and the waist blouses over a girdle of dull green velvet. A tuck right across the back of the skirt well below the hips forms the drapery effect in front.

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But what a combination they make when they back each other. These two powers are embodied in the W-W line of Spring Suits and Coats—exclusive high grade style, unparalleled value, styles that include correct cut, perfect fit and newest cloth, values that give quality at a figure that at once makes itself felt.

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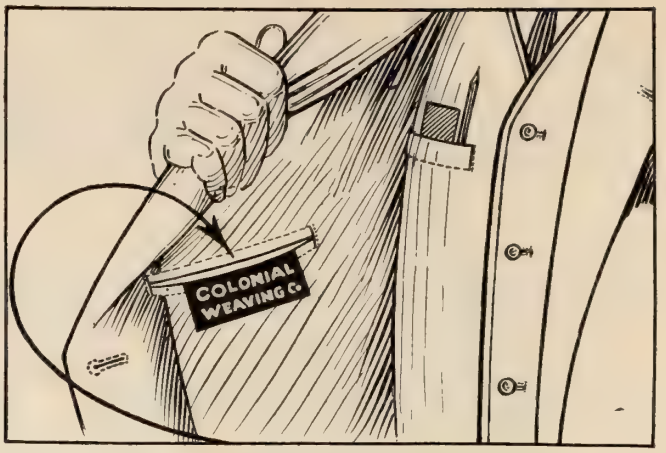
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MANUFACTURING CO.
BERLIN : : ONTARIO



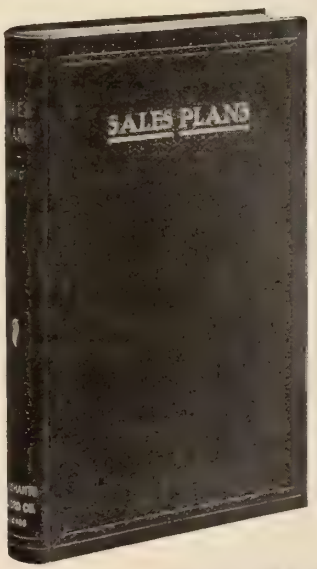
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The Canadian Converters' Co. Limited
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MILLINERY

The Buyer's Viewpoint

Small hats for the early season. Medium sized hats later. The free use of color the new feature, Ostrich and feather novelties strong. Flowers and ribbons also good. Ribbon trimmings and large bows freely used. Malines in high favor.

Smart Lines and Color Blends the Feature

Hats of medium size for the later season—Strong feeling for elongated models —All hats show combinations both in materials and colors—A big demand noted for ostrich.

AS the season advances it becomes more and more evident that the very small shapes will not last out beyond the early days of Spring, and that later we shall see medium sized and as the season advances models that are fairly large. This tendency perhaps is more accentuated on the Canadian market as our Summers are scarcely suited to a small hat season, and the shelter of a larger brim is both acceptable and becoming. There is a strong feeling for the elongated line and many models show this feature.

The soft crown idea also is strong and draped crowns, Tams, and a newer crown still that consists of the material cut just large enough to cover easily and to admit of being pleated into the brim .Earlier models show this crown in satin, but later importations show the crown veiled with Malines or crepe and with these material crowns the most varied brims are seen. Some are bolero, some sailor, and others are rolling in varied lines.

The big developing feature is the fad for contrasts and combinations and as a rule crown and brim are of different material, and the one color hat is decidedly rare. Should the hat be all of straw either two straws will be used or the facing will be of a different color to the hat. Hemp and Tagel are undoubtedly the leading straws. Milan is shown but the price precludes its use for any but the better trade and, therefore, is only seen in expensive hats. Leghorn is selling well not only in the shepherdess shapes but in numberless novelty shapes in sailors, two-piece and toque shapes. Even Leghorn is seen combined with other straws; and facings and flanges of hemp or Milan are added. Horsehair is selling freely in the form of strips and hoods, and plateaux and hoods are good in hemp, pyroxylin and in soft novelty braids.

The trimmings introduced are decidedly varied and though more trimming as a rule is used there is no undue crowding, and the effect is quite simple though everything is a matter of combination.

The early season at any rate is going to witness a big demand for feather effects. Osprey and paradise come first when the price can be paid but advances are so great that these feather effects are no longer available for the popular priced selling. Notwithstanding the high price importers are finding a difficulty in filling orders. Other substitutes are being put on the market but as in the case of neumidi prices are advancing so rapidly as to take this effect out of the popular class.

There are many substitutes and imitations all more or less effective showing. But it is in ostrich and in ostrich fancies that the real feather demand is coming and the orders booked are very large. Ostrich effetcs range from quills and small military and sporting mounts to large mounts and bandeaux finished with fancy feathers. Willows and feathers in two-colors are fashionable in the extreme, and these color combinations, it should be noted, are decidedly gay. It should also be noted that the tip color is always the darker shade. Thus, shrimp pink will be tipped with pewter grey, and brass with dark brown, or cerise with National blue. These are only a few

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of the more common combinations and there are many shown that are decidedly more vivid and striking. Not only are these two-tone effects seen in full-headed French plumes and willows, but they are repeated in all kinds of straight ostrich fancies. Fancy



Sailor of yedda straw overlaid with printed crepe banded with velvet ribbon and bow in front. Wreath of fine flowers laid across front of brim.

feather mounts are showing in innumerable variety and one and all seem to have a base of breast in mixed colors. Hackle and horsehair is being made up into military looking cockades, and dashing sports, mounts trim smart tailored hats.

Just because feather effects are so strong for the early season those, who should know, forecast a later run on flowers. It is certain, however, that flowers will be well used for flowers are very smartly combined with feathers on many models. Fine flowers are branched in garlands and bandeaux, and are formed into question marks and other motifs or are tightly bunched and distributed in clusters. The popular stickups and plume effects are also duplicated in flowers, and these are placed on the hat at the same angles. Mixed colorings, often duplicating the Balkan combinations are frequently seen in floral combinations. From this it will be seen that many other than natural shades are exploited this season.

The staple flowers are pansies, lilacs, buttercups, cowslips, daisies, forget-me-nots, violets, roses in various kinds and sizes. Old fashioned garden flowers mignonette, sweet Williams, sweet peas and marigolds are also good. Large ears of wheat in corn color, cerise, emerald or bright blue made of crepe are new, and as a fact there is a decided run on crepe and chiffon flowers some of which are very beautiful. As previously predicted the confidence in a good ribbon season is increasing. Novelty effects and weaves have been brought out and added interest is given by the using of a novel width, for the popular selling width is about 3 in. First in interest come the Balkan ribbons in Bulgarian, Servian and Roumanian colorings. Then there are the ribbons worked in heavy embroidery. Picot and fancy edges are strong and faille, gros-grain and moire are the leaders.

Some Advance Models

A toque shape of bronze Milan straw has a close fitting brim. Encircling the crown and continuing over the brim on the left side are folds of mahogany and bronze satin ribbon which finish off with long shooting loops on the left side far back and lengthen the line of the hat.

Another toque is boat shape with a liberty cap crown of black satin. The narrow rolled brim is of black straw and the crown is encircled by a band of curled bronze ostrich with a high standing feather in front with the head turned out. Another boat-shaped toque had this single standing feather, only



Tailored shape of fancy straw, the brim faced with smoothly laid black maline. A folded band goes round the crown, a blondine mount shoots out at the side.

it was posed at the centre-back, not in front. A flat brimmed sailor with large crusted crown of grey brocaded satin had the brim covered with folds of grey Malines with a touffe of grey blondine tacked on the under side of the brim.

GAGE MILLINERY



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February Openings Held in New York

Imported models were well liked — A "Frenchy" tone noted — Models are pert and dashing, rather than graceful and sweeping—Trimming lines are up, not down—A season of strong colors combined with a bold hand but a sure eye.

New York, March 3.

CHIC is the best word to use in describing the new Spring hats. They are wonderfully "Frenchy" and chic and suggest picturesqueness of quite a different quality than the Gainsboro and regulation picture hat type.

To begin with, the hats imported and copied to date are not large. The small and medium hat is the season's Easter model and yet on the best of authority we have it that Riboux is showing only extremely large hats to her clientele. It is fairly certain then that larger hats will come in as the days lengthen, although just at present the small hat is decidedly the favorite. Small the hats may be, but my but they are tall—that is, in the matter of their trimming. There exaggeration is desirable, feathers and bows and flowers are mounted at angles almost absurd, so far do they extend upward or outward from the back. The effect is indescribably chic, or smart if one prefers the word, and of course not a little conspicuous.

Shapes have a way of rolling far over at the left side, in the familiar envelope line and have draped crowns, drawn over to the opposite side, where they are drawn into elongated folds. This idea originated with Reboux, velevet being used for the crown and a split hemp for the hat, the whole being in that dark rich brown, known as tete de négre. This particular hat had no other trimming than its crown, but nine out of ten models have neumidi or ostrich fancies shooting up a foot in height.

It was no surprise that many crowns should be soft. Indeed even on hats whose outlines are trim, crowns are made of satin. These are not tams or full-draped affairs, but rather skimpy circular pieces of satin from under which the crown has been cut away, leaving only a foundation of cape net into which the head may be pushed as far as desired. The effect is very soft and one encounters this idea repeatedly on hats that but for it would be described as tailored.

The satin hat, not however blocked, but hand made, is very much worn here at present, particularly in black, mid-night blue and nigger head brown. These shapes are small, have soft crowns, and brims over which the satin is plainly drawn, and fulled into the headsize. A single uncurled ostrich or a cluster of neumidi or aigrettes placed toward the back, if not directly there, is the usual trimming.

BOAT-SHAPED HATS SHOWN.

The boat-shaped hats, Egyptian in their suggestion, are being shown for Spring. These are trimmed uniformly sometimes in front and back, at the point directly in the centre, or only in the back.

The majority of hats have a very exaggeratedly long line from front to back, and as the hats continue to be worn well over the ears, this line is not straight, but decidedly lower in the back.

Practically all shapes are tilted very much to the side—another picturesque touch.

Crowns are rather low, or is it only that they appear so because the trimming towers so above?

There are many hand made hats being worn, and it should prove an excellent season for milliners because almost every hat has a fold, or cording or crown added, which requires a milliners skill.

WONDERFUL FANCY FEATHER SEASON.

Once again we are having a wonderful fancy feather season, and ostrich manufacturers are at their wits end to deliver orders. All branches of the ostrich trade are rushed, for almost every variety of feather is in demand. Fancies, made of shaded, or two-tone effects, uncurled are the most popular and some of the smartest hats show a high standing trimming of uncurled ostrich around the stem of which ribbon is twisted and sometimes bowed. This is surely a new idea. We have long since grown accustomed to ostrich and flowers being closely combined, but it is surely a novel idea to tie a bow around the stem of a feather.

As one might infer, narrow ribbon is used for this purpose, or rather a two to three inch velvet ribbon, but not infrequently a wide soft satin ribbon is used, being two faced, and in two contrasting colors. This trimming is decidedly effective and some really artistic color effects are possible.

It is to be deplored that the smartest hats are scantily trimmed but such trimming as is used is very handsome and is so arranged to show it to its best possible advantage.

Many ostrich effects have to be wired in order to get the eccentric curve and angles feathers must assume to be in the mode.

Black ostrich has had to take a back seat and colored stock is in such demand as to exceed the supply.

FASHION DEMANDS NEUMIDI.

Neumidi is worth its weight in gold. Fashion demands neumidi; and neumidi is very scarce and,

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therefore, high priced, a single piece being worth one dollar wholesale. Natural neumidi is smartest, but black and colored effects, in fact neumidi of any kind, are very much in demand, and in markets where the authorities have not restricted the use of aigrettes, they are being much used.

It is to be regretted that the flower situation is not stronger, but those who are in the know predict that their day is soon to come for various reasons—one, the scarcity of such fashionable fancy feathers as are demanded and the other the fact that they will be over popular, with the result that the elite will turn to flowers. As a matter of fact, there are many beautiful flower trimmed hats shown, but the first Spring hat, needed on account of an early Easter even before the usual time, will not be a flower hat, for as usual the tailored or semi-dress hat is the first considered.

A great many small flowers in bizarre colorings, curious brilliant Oriental combinations and others about crossing the primary color line, are being shown. These are worn for corsage effects, on gowns and are applied tight against a hat.

What flowers are used are used in combinations. Clusters of small light silk flowers are the thing — unnatural looking affairs, but quite in the picture at the moment.

There are as well decidedly flat wreath or garland effects for under brim decoration also in multi-color, for not a few hats are so trimmed, brims being so bent or blocked that such an arrangement naturally suggests itself.

A FLOWER MADE OF FEATHERS.

A novelty from Paris is a flower made of feathers. These come in very natural colorings and to the touch are much more suggestive of petals than when they are made of silk or muslin. These feather flowers come in large, medium and small flowers, singly in clusters and in wreaths and have met with approval.

Ribbon is a ready seller these busy days, and the large millinery jobbing houses are displaying it conspicuously, also, but to a lesser degree—crepe meteors, and plain and figured satins, the latter in tapestry or Oriental effects.

Colored velvet ribbons in all widths and wide two-faced satin ribbons, brocaded effects and plaid velvets are being bought, as are picot edge ribbons in heavy silk, very old fashioned in their suggestion.

Ribbon is being used around the crown, and sometimes drawn over it as well, and finished with exaggerated propeller or aeroplane bows at the back. There is nothing soft about the treatment of ribbon; it is twisted and knotted tightly, to say nothing of being frequently wired.

OPENINGS WELL ATTENDED.

The February openings were well attended and the hats imported were for the most part well liked. There was a great deal of paradise displayed mounted in odd ways, usually over the crown, and the position reversed, for nothing droops these days, everything is pert, or dashing, rather than graceful and sweeping. Most of the lines are up, not down, the result as previously stated being unusually smart.

While the all black satin hat, and other all black hats have been the best sellers, to date, it will unquestionably be a season of strong colors, combined with a bold hand but sure eye. Such a season is always good for trade since it means more hats are necessary.

Malines hats have also sold well to date and Malines promises well throughout the season. The new ornaments are worthy of note. They like all else must be high, so one finds sprays and prongs of jet which are to be used directly in the front of a hat, at the base of a few neumidi pieces or a tailored arrangement of ribbon. There is of course an Oriental suggestion about the ornaments worn other than these and for other purposes than hat trimming there is a demand for rhinestone fringes and ornaments.

The market is so filled with novelties that it is impossible to do more than skim over them, but the general impression is perhaps conveyed.

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77 York Street, Toronto

FANCY GOODS NOTIONS & TOYS



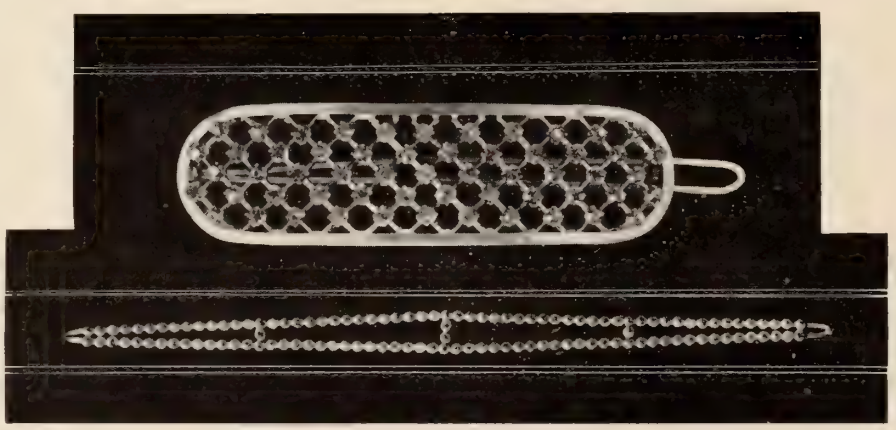
Active Season Ahead in Fancy Goods

Caps are a big selling line—Dainty lingerie caps one of the best lines—Becoming convertible caps for auto and outing wear a desirable and practical novelty—Flashing rhinestone bandeaux and pins, combs and barrettes decorated with rhinestones and mock jewels in high favor—Tea aprons interest buyers—Odd shaped jewelled buttons hard to keep in stock.

SOMETHING like an early Victorian revival in the wearing of caps is taking place only of course with a modern difference. Buyers are extremely interested in caps and are buying them freely. Possibly when one sees the dainty trifle of lace ribbon and embroidery one thinks that they can easily be made at home. No doubt a woman here and there can accomplish a smart jaunty cap, but as a rule the necessary touch of smartness that gives the selling value can only be achieved by a practised hand. Designers have taken advantage of the shadow laces to produce some beautiful caps. Generally a cap of allover shadow is lined with fine net to give it more body and substance and the pleated frills made of the shadow laces are exquisite in their dainty fineness.

But the dainty boudoir cap is only one of the cap family for the cap is in the lead for outing sports, and auto wear. For auto wear there is a cap of soft satin with a half brim of velvet which turns back, forming a pretty Dutch cap. When more protection is wished the cap is reversed and the brim turned down to form a curtain at the back and there are silk covered rings exactly matching through which an auto veil may be drawn. This practical and becoming hat comes in all the new high colors as well as in staple shades.

More suitable for boating, and general outdoor wear is a reversible cap of very rich firm light chiffon velvet. This cap is really what milliners term a hood, and can be manipulated and shaped by a few deft touches into almost any becoming shape. For instance, the crown may be draped and the brim turned up at side back or front as is best liked by the wearer. Moreover as the cap is reversible, one side being black and the other in contrasting color, either



Barette of rhinestone, shown by courtesy of R. W. R. Cowie. Rhinestone bandeau shown by courtesy of Smith, D'Entremont.



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side can be worn outside and the turned up brim will be in high contrast. Mention should be made of the beauty and richness of the colors. Coque de roche, Paddy green, and the National and Saxe blues are particularly pleasing but practically any and every fashionable shade can be ordered.

The season is too far advanced for much business to be done in evening caps, but the prediction is made that the coming Fall will witness a very big development in this direction and that evening caps made of gold and silver lace and net will be big sellers.

Something to wear in the hair now that such demure styles of arranging it are fashionable seems to be a necessity, and bandeaux therefore and other hair ornaments are selling freely. Rhinestones are if possible even more popular than ever, and there are some really lovely things showing in rhinestone bandeaux. Just simple lines of brilliants are most becoming either to the young girl or the woman of more mature age. Combs, pins, particularly the new casque pins are very much worn and their sale is increasing. All these articles are very much decorated, gold chasing and rhinestones being the leading decorations.

There is a decided fancy for white metal pins and barrettes and like everything else in hair ornaments they are set with flashing stones. Rhinestones are of course used, but colored stones are also in evidence. Some of the most pleasing form a kind of metal net work with a stone placed at each intersection.

Colored crystal and rhinestone buttons in various odd shapes and in the form of rhinestone studs with a rim of colored glass are more than good sellers, for the demand is so great that it is difficult to keep up the supply. Buttons of this class are right in line with the new craze for Oriental fashions and it looks as though the vogue of flashing buttons would be one that will continue and increase.



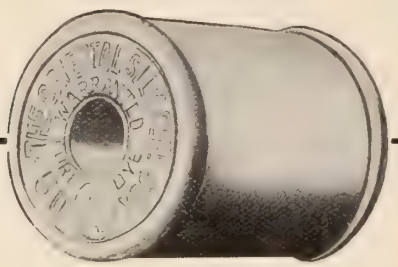
The Tom boy convertible cap (left at top). This cap is made of velvet, and is reversible. It is perfectly soft and can be pulled into any shape the wearer desires. Shown by R. W. R. Cowie, 77 York St., Toronto.

The Madcap (left at top), designed for auto and sports wear. The soft cap is of satin with brim that can be worn either turned back, forming a Dutch cap, or turned down to protect the neck. Rings are provided, through which a veil may be threaded. Shown by R. W. R. Cowie, 77 York St., Toronto.

Boudoir cap. Dutch shape, of allover shadow lace, with band of Irish crochet with flounce of pleated lace across the back, and bow of mauve satin ribbon. Shown by A. & T. Hall.

Boudoir cap of Swiss embroidery with pleated frill of shadow lace. Pink satin ribbon is threaded through a beading and tied in a dainty bow on one side. Shown by A. & T. Hall.

Another line that is finding an all the year round sale is that of fancy aprons. Buyers down for the openings have bought largely, and have expressed themselves as highly satisfied with the saleability of the line offered. The latest idea is the apron decorated with a hand embroidered spray, the embroidery of course being worked on the hand machine. Sprays are so designed as to follow the curve of the apron. Ruffles of Malines and of shadow lace form the trimming and there are dainty bows in pink, blue, or any other preferred color and ties of the same.



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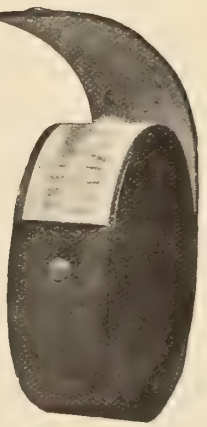
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DRESS GOODS and FABRICS

The Buyers Viewpoint

Ratines occupy the leading place so far in Spring novelties in wash fabrics. Big development in crepes. All desirable fancy cotton fabrics in short supply. Pile fabrics manufacturers well supplied with orders for Fall 1913-14. Mole plushes. Astrachans big sellers. Large orders placed for velvets and velveteens both plain and fancy.

Pile Fabrics Good for Another Season

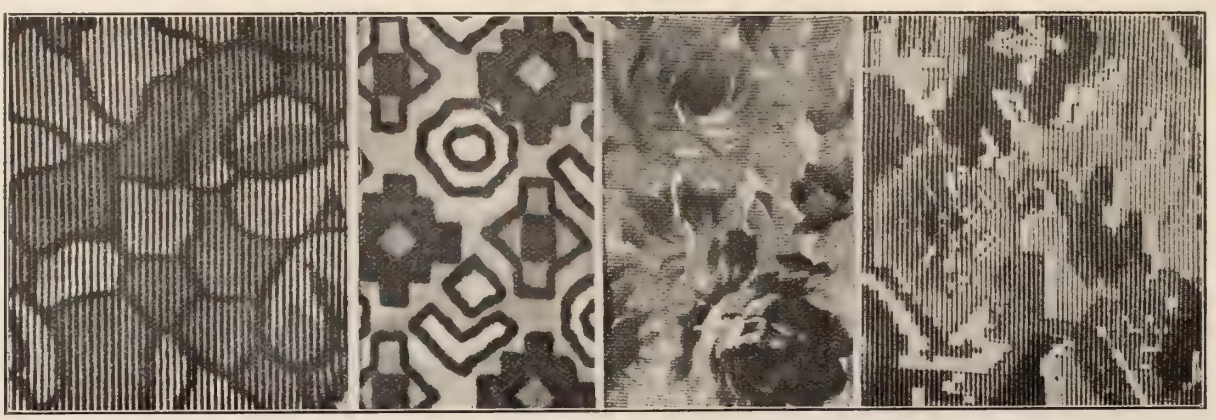
Orders already placed for velvets and velveteens—Astrachans and mole plush the novelty in fur imitation lines—Novelty velvets will be used to combine with other materials.

BUSINESS in the primary market is far enough advanced in certain lines to admit of a definite anticipation of what class of fabrics will be wanted in the coming Fall. This, in particular, applies to pile fabrics which are already assured of another good season. Pile fabrics have had the lead from a fashion standpoint all the Winter of 1912-13, and have finished the season in so strong a position that it does not seem as though they had yet reached the highest point of their popularity.

One convincing evidence of this lies in the fact that big orders for velvets are already placed with European manufacturers for next Fall. The velvets ordered are of the erect pile variety. Novelties and fancy velvets are important and it is safe to say that brocaded velvets will be the high key-note. Brocaded and other novelty velvets will be used to combine with other materials, and for trimmings and expensive outer wraps.

The vogue of velvets always includes that of velveteen. Not only will plain velveteens be good but cord weaves are also being ordered out. Big orders are being booked and another significant fact is that both the makers of the cloth and the converters are obtaining higher prices than ruled a year ago.

Plushes, both in plain and in stamped and other fancy effects are certain from the reception given



Printed trimming silks in Bulgarian, Servian and Turkish patterns. Shown by the Hart Mfg. Co.

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"Monarch" Serges

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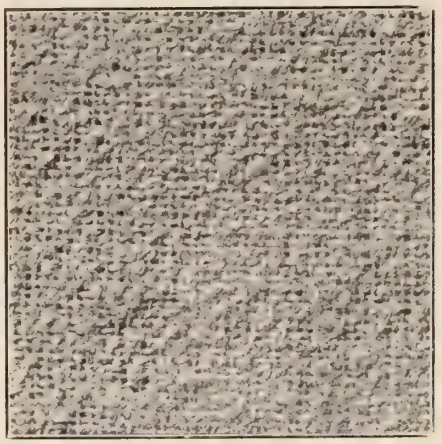
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Ladies' Costume Cloths and Coatings
Household Linens — Silk and Satin Linings

Nisbet & Auld, Limited

QUEBEC TORONTO MONTREAL

plushes in the Winter that is passing, and from the strong selling position in which plushes have finished the present selling season. Besides plain and stamped plushes, the manufacturers are putting out fancies which show patterns in high color-combinations.



Summer weight wool ratine. Shown by W. R. Brock Co., Montreal.

In cloaking plushes the high novelty is the duplication of mole-skin. This imitation is shown in such perfection of pile and color that it is difficult to tell it from the real skin.

Another seller for the coming Winter is Astrachan cloakings in a varied number of weaves and curl.

Other weaves imitating fur are also proving desirable for Fall selling because they combine the warmth and the appearance of fur with moderate price. Astrachans, mole plushes, seal plushes, and other imitations promise to be used extensively for making up into sets both for children's and grown-ups wear. These sets, when well made are attractive and a big business is anticipated for them.

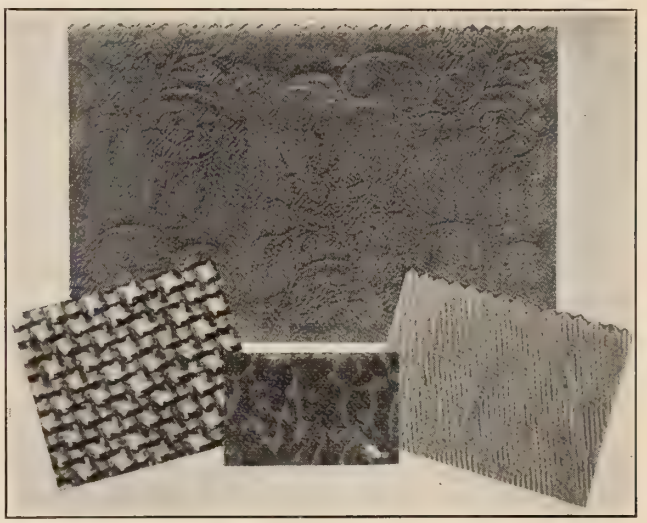
Are Featuring Cotton Ratines

Excellent distribution of better grade materials — French and English makers of novelty cottons in a sold up condition.

There is a very big development in the field of novelty cotton fabrics and the feature of the demand is the big sale of high class and expensive cottons. Deliveries for some time now have been in a bad state and jobbing houses have had extreme difficulty in keeping up stocks. This condition is likely to continue as advices from abroad state that both the Manchester and French mills are sold up far in advance of orders, and this condition is promising to develop into a well defined shortage when the selling season fully opens up.

So far the retail trade has made a big feature of ratine. Many attractive novelties in this weave are shown and in most cases prices parallel those in the section devoted to wool fabrics. Ratines to retail from $1.00 to $2.00 are freely shown and it is a point that should be noted that the city stores showing these cloths are doing good business. All through the department this feature holds good, and the line of cotton novelties to sell at 50c is a very large one. Crepe fabrics are also in the novelty class and here also deliveries are hard to secure, the English makers in many cases asking advances. Handsome embroidered crepes are good sellers, but the high novelty are the printed crepes in Jouy and Bulgarian patterns. There is a decided revival of borders and handsome bordered crepes show both ratine and printed floral and Bulgarian patterns. Crepe fabrics decorated with ratine stripes are leaders in popular priced lines. Crepe voiles and voiles are particularly good in white particularly when decorated with cord stripes.

Piques, welts, poplins, cotton Bedfords and fancy cords from the point of yardage are the best sellers.



These four cloths represent the latest in fabric development:
Brocaded woollen allover brocaded pattern in self-color.
Tricot or basket cloth, woven reproduction of a knitted fabric.
Ratine wool brocade.
Cotton brocade ribbed ground and satin figure.

White, and solid colors are strong and so are the combination patterns in stripes.

The Fall business in cottons has been excellent, substantial orders having been booked on all leading lines. Outing flannels both in fancies and in solid colors have sold freely, and many manufacturers are deeply engaged. Dress ginghams have also sold well as these fabrics are used largely by manufacturers making childrens garments and the better class of house dresses.



FOR RAINY DAYS

there is nothing you can wear so satisfactory as a

Cravenette COAT. (REG.)

DUSTPROOF as well as SHOWERPROOF.

The "Cravenette" proof is rain and weather resisting, because it treats each separate fibre of the cloth; it is permanently rainproof, water running off as from a duck's back. The ventilation is perfect, the goods being porous. "Cravenette" fabrics in great variety in black and colours, and ready-to-wear Coats and Cloaks in tasteful and fashionable styles, are readily obtainable FROM ALL LEADING IMPORTERS.



REG.D TRADE MARK
"Cravenette"
PROOFED BY
THE "Cravenette" Co LTD

Facsimile of Stamp.
The CRAVENETTE Co., Ltd., affix their stamp only to such goods as are suitable in quality for Shower-proof purposes. Therefore, this stamp is a guarantee not only of Shower-proof properties, but also of the Quality if the Material.

In case of any difficulty, please write to

THE CRAVENETTE CO., LTD., 2 Well St., BRADFORD.

ATTRACTIVE SHOW CARDS FOR WINDOW DISPLAY CAN BE OBTAINED THROUGH WHOLESALE IMPORTING HOUSE.

BDA *Copyright*

Let us send you the 1913 samples of

"B.B." TORCHON *Copyright.*

REG.D B MARK

B B B B B

PATENTED

THIS REGISTERED MARK IS EMBOSSED UPON EVERY CARD

An Exact Reproduction

This is Your Protection

HAND MADE LACE

Manufactured solely by Birkin & Co., Nottingham, England

Also Manufacturers of High Class Washing Valenciennes and Exclusive Novelties in Dress Laces, Allover Nets, Etc.

Canadian Agent: A. B. FISHER,

400 Empire Building, 64 Wellington Street West, TORONTO

Dress Brochés



One of our many designs

HAYES & LAILEY

TORONTO

Silks
Satins
Velvets

HAYES & LAILEY

Serge Cloth
Vicunas
Tailor's Linings

36 inch Princess Satins

Two Questions and a Fact

? To the Silk and Dress Goods Buyer: ?

HAVE you customers who want something for evening gowns or tailored costumes, a little higher in price and a little more "extreme" than the larger percentage of your patrons call for?

ARE you aware that the very latest novelty effects are in our stock and we are catering for this very demand?

HERE are a few special lines: 32 in. Cameleon Armures, 40 in. Faille Mousselines, 32 in. shot and plain Broches in quiet tones for street and evening wear.

High class wide width Messaline, Duchess and Charmeuse Silks in the prevailing colors.

Write us for samples and the return mail will carry them to you.

HAYES & LAILEY

27 inch Princess Satins

WHITE GOODS

will be in great demand this Spring and Summer

Lingerie Muslins

Sheer Mercerised Muslins

and India Linons

Our **"Lisle," "Lingerie"** and **"Imperial"** Muslins are the acme of style and can be had from all wholesale salesmen now on the road.

The Montreal Cottons, Limited

SALES OFFICES:

Toronto **MONTREAL** **Winnipeg**

☛ **Good Coat Linings are essential if you wish to please your customers**

KIRK'S



'PERMANENT' FINISH for ITALIANS.

THIS Finish on Botany Weft Italians is well known to the trade, and has been so successful that it has come to be regarded as a guarantee of the wearing qualities of the Linings, as well as the superior quality of the Finish, and is quite unapproached by any other process. The goods are absolutely permanent to the tailor's iron, lustre and handle are always maintained, and pieces kept in stock improve in appearance. The black is dyed by the latest and most improved method.

PATTERNS showing FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD. 39 Well Street, BRADFORD
128 & 129 Cheapside, LONDON

Showcards or booklets, if desired, may be had by applying through Wholesale Importing Houses.

Priestleys'

Meranda

Costume

Serges

SUPERBA FINISH

THE WORLDS BEST



We Help You Sell

Priestleys' Dress Fabrics

They are known the world over as the Standard in Dress Goods.

See the range for Spring 1913

Electros like these furnished free for your newspaper advertising

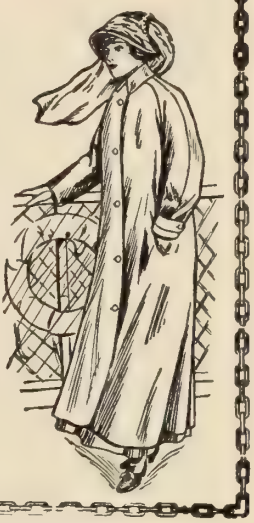
Greenshields Limited, Montreal

Sole Agents in Canada for Priestleys' Dress Fabrics

Priestleys'

Barbican ∴ Cloth

*Shower Proof * * Excellent for Motor Coats*



Merchants and Buyers

get the habit of reading the advertisements each issue. They contain valuable information about goods you should know about.

Clerks

get familiar with the selling points of the goods you have in stock. Many good selling arguments are found in the advertisements in the "Review" each issue.

The

"PIRLE"

(Reg'd)

Finish.

"Indispensable for the Open-Air Girl."



See what "THE QUEEN" calls the magic words

THE "PIRLE" FINISH

stamped on the selvedge.

A "PIRLE" COSTUME

does not mark or cockle with rain.

"Lady's Realm" says:—"The outdoor girl who loves to cycle, walk, and drive will never wear anything but a 'PIRLE' costume when she has once donned one. It may be the shower of May or the storm of November, her neat cloth dress will remain unspotted and unshrunk, and, when dry, will be as fresh as when it came from the tailor's hands."

"Madge," in **"Truth,"** says:—"Every dressmaker ought to leave out a bit of selvedge somewhere with the 'PIRLE' stamp on it, as this affords an absolute guarantee for the wearer. The Proprietors undertake to make good any material so stamped that has been actually damaged by rain."

"Pirle" finished Cloths and made-up Skirts in great variety to be obtained from Leading Importers.

BDA Copyright

If any difficulty, please write to

The Bradford Dyers' Association, Ltd.

39 Wall Street, Bradford. | 128-129 Cheapside, London.

England.

Attractive showcards supplied free of charge through leading importers.

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND

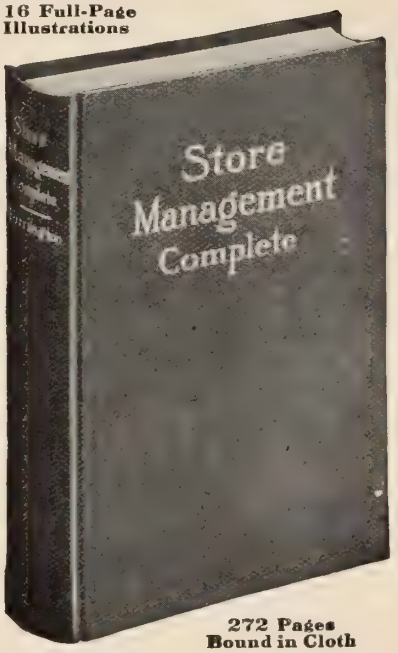
Canadian Representatives:

CAMPBELL SMIBERT & CO.,

Montreal and Toronto

Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK BY FRANK FARRINGTON

A Companion Book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

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TORONTO



NEW LABEL FOR STEELCLAD GALATEAS

To avoid confusion with any ticket used on Galatea resembling STEELCLAD, we have changed the style of STEELCLAD GALATEA ticket as shown above.

STEELCLAD GALATEA

Is the Ideal Fabric for Ladies' and Children's Wear

Light in weight — Shrink and Stretch Proof. A beautiful finish. More than ¾ yard wide. Retails with good profit at popular prices.

Put STEELCLAD on your shelves.
It will sell all the year round

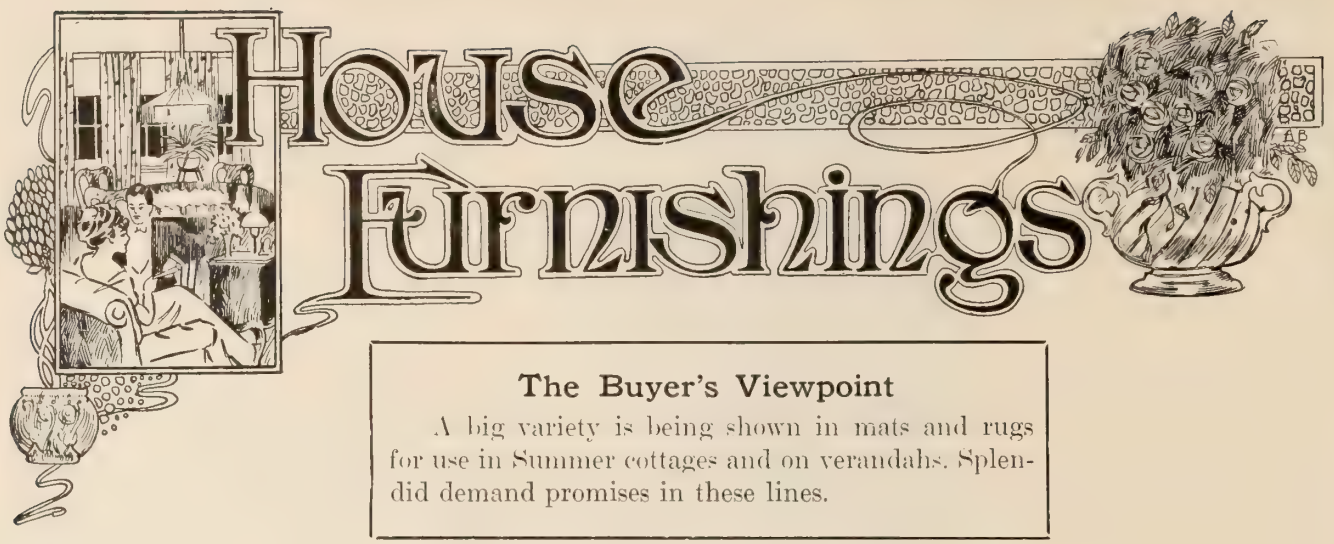
See your Wholesaler for the Goods

Made and Guaranteed by

Dominion Textile Company, Limited

SALES OFFICE:

Toronto MONTREAL Winnipeg



The Buyer's Viewpoint

A big variety is being shown in mats and rugs for use in Summer cottages and on verandahs. Splendid demand promises in these lines.

Variety of Lines for Summer Furnishings

Many new ideas are being introduced in the way of mats and rugs for verandahs—Mourzouk rugs are well to the front—Fabrics of all kinds are being used

PERHAPS during no season in the past has there been such great variety of mats, and rugs for verandah or Summer home furnishing as are to be displayed this season. New lines, too, are being introduced in verandah furniture, and greater variety being displayed in the older lines, so that the problem of stocking and displaying these seasonable goods is becoming a more important one yearly.

In buying mats and rugs for the summer home the wholesaler, or the merchant if he buys direct, has to look to every quarter of the globe. From the western states come the western wire grass fabrics made into rugs. These come in all sizes, right from the smallest mats up to big carpet sizes. The rug in green, its natural color, is most saleable, but variety is given by the introduction of brown, blue or red either in part or to the total exclusion of green. These colors are printed with oil paint printing and though not fast, prove very durable and satisfactory. Fancy effects are produced by printing in two tones, or sometimes by medallion effects of two or more colors, worked in simple oriental designs. From Japan come the printed straw mats and rugs made in breadths, and come in all sizes from mats to rugs. Fancy rugs in both Japanese and Chinese mattings are becoming stronger and will be used very extensively this coming season. Then there are the jacquard mats which greatly resemble the Japanese matting. In the more expensive mats, the colors are woven right in, but in the greater number offered for sale the coloring is simply stencilled. These come in sizes 3x6, 6x9, 9x9, 9x10 and 9x12, thus being suitable for any purpose. Demand for these is continually increasing. Being inexpensive they are used very frequently in the summer home for one season and then thrown away. From Japan, too, comes a rice straw mat—an imitation of the western wire grass mats. This, however, is more suitable for indoor purposes, as the printing is more liable to brush off, and less fitted to withstand sun and rain.

Then from China come the twisted damask straw rugs. These are made from a heavy Chinese straw in damask weave and damask patterns. They are made in two colors, natural and one other, and are used very extensively where an inexpensive verandah covering is desired. These, too, can be had in all sizes.

The par excellence in out door rugs and strips, however, is presented in what are called the mourzouk rugs. These are very heavy and durable, and come in a variety of colors and patterns. Two or three qualities, varying greatly in weight are presented in these, and come in both English and Continental sizes.

For indoor summer rugs most of the above are used very freely, in addition to a variety of rugs used exclusively for indoor purposes. From the States comes a fibre rug made out of paper and another made from paper and a coarse wool. Both of these are presented in dark colors in medallion effects, various matting effects, and regular carpet designs. From Europe also comes a paper fibre rug. Being made in almost all the European countries a very great variety both in designs and colorings is presented, but for the most part these are distinctively characteristic of the country in which they are manufactured.

Good Values

MEAN

Good Business



If you want to command the best trade in **Pillows** and **Comforters,** or if your trade is developing into better grades, try out Swan Brand lines.

No other similar lines in Canada are made from better materials, or finished with more care. Our goods stand for quality and absolute reliability.

Send us a trial order. We make a specialty of prompt shipments.

The Toronto Feather & Down Company, Limited

"Where the Reliable Goods Come From."

35 BRITAIN STREET, TORONTO

Eastern Agents:
J. F. Hughes & Co., corner St. Catherine and University Streets, Montreal, Que.

SPRING 1913



STAUNTON
SUPERIOR
WALL PAPERS

IN CASE SOMETHING IS FORGOTTEN

We have prepared a number of small sample books of classified Wall Papers, ready for mailing at a moment's notice, such as :—

Stripes
Independents
Crowns
Decorative Trimmers
Ceiling Papers
Fabric Effects
Leathers
Oatmeals
Etc., Etc.

Write us if you are short of anything and the return mail will bring you what you require.

STAUNTONS LIMITED
Wall Paper Manufacturers
941 Yonge St. TORONTO

Throughout the States colonial rag rugs and rag mats are becoming very popular. Up to the present time these have not been introduced here to any great extent, but they are continually growing in favor and in another season or so are expected to be used very freely. These rugs are made in the States in colonial rag effects. A more elaborate appearance is produced by the introduction of pretty poster borders, and a variety of such contrivances all producing an effect of neatness and simplicity.

Round rag mats, duplicates of the old hook mats such as grandma used to make, are meeting with great favor throughout the States. In some parts the makers sign these just as an artist would sign his most perfect painting, and sell them in the shops. So strong are they in the States that they are almost past the stage of being simply a fad, and are coming to be regarded as a fixture. But in Canada they are as yet only being introduced. There is nothing very elaborate about them. After all is said and done they are simply duplicates of the old round hook mat which may still be seen in some of the oldest country homes throughout the province.

Then too, there are the Moravian rugs made out of a cheap jute, and used for indoor purposes.

But of all these, both for outdoor and indoor purposes, the Chinese and Japanese mattings, the western wire grass, and the Mourzouk rugs and mats are sold very exclusively, but these are more popular in the better summer homes.

In verandah furniture great variety is also shown. Some years ago verandah furniture and summer furnishings of all kinds were considered as a side line, and were handled almost exclusively by the furniture man, but to-day this is developing into a branch for the dry goods retailer as well, to be handled along with the hundred and one other lines which the summer cottager seeks at his store.

All styles of summer furniture are being developed so that this season greater variety than ever will be displayed. There is the reed and willow furniture manufactured in several of the towns and cities throughout Ontario. This is sold chiefly in buff and makes a big feature. Then there is the rattan furniture coming in natural, green and brown. Imported from Japan and China comes the seagrass furniture in natural coloring unaffected by sun or rain. From the states comes the prairie grass furniture with framework of red, green and natural, and with seat and back in natural cane.

Old hickory furniture will meet with greater demand than ever. Throughout the States where it is made it has become very popular, and now its popularity is rapidly spreading throughout Canada. Being heavy, plain and strong in structure, it at once adapts itself to all purposes in the summer home, and through its attractive appearance is rapidly becoming a strong feature.

Oriental Rugs

FOR THE SPRING TRADE

I am prepared to offer the trade one of the largest assortments of high-grade Oriental rugs that I have ever been able to present before. My stock consists of Real Smyrna, Persian, Caucasian and East Indian. With Oriental rugs so much in vogue at the present time, why not stock this line, which is sure to meet the demand of your best customers. And the prices ensure good profits to yourself and satisfaction to your patrons. Mail orders promptly attended to.

Levon Babayan

Wholesale only

77 Bay Street Toronto, Ont.

Constantinople, Smyrna, Tiflis, London

News Items

Victoria, B.C.—Cunningham and McLean have purchased a new location and are holding a big clearance sale preparatory to moving.

Winnipeg, Man.—The loss through the gutting of the Avenue Block on Portage Avenue by fire early this morning approximates a quarter of a million dollars. The building was of stone, three storeys, and was owned by Sir Daniel McMillan. The walls are left standing, but the interior is wrecked. Stiles & Humphries, men's furnishings, sustained the heaviest loss, estimated at sixty thousand.

Maryfield, Sask.—The men's wear store of H. O. Fowler, was burned out.

High River, Alta.—Miss Jean A. Simpson has succeeded Miss Clute in the millinery and fancy goods business.

Wingham, Ont.—McGee & Campbell, men's furnishers, are holding a going out of business sale.

Calgary, Alta.—Andrews, Moffat & Co. are opening a new men's wear store in the Crescent Heights section. It will be known as "The Economic."

If the QUESTION is House Furnishings?
The ANSWER is Greenshields

20 Lines We SPECIALIZE in

Quilts
Blankets
Carpets
Linoleums
Shades
Shade Cloths
Curtain Rods
Hartshorn Rollers
Rubber and Cocoa Mats
Tap. Curtains
Couch Covers
Table Covers
Comforters
Lace Curtains
Madras Muslins
Bungalow Nets
Scrim
Cretonnes
Upholstery Goods
Velours

Canada's Largest House Furnishing Department is at your service

GREENSHIELDS LIMITED
Montreal

European Museum Reproductions

Rugs 1913

The finest display of right-up-to-the-minute rugs we have ever shown is now at the service of the Canadian merchant. We are importers and agents for Axminster Rugs and Mats, Seamless reproductions of Oriental Rugs and Mats, Matting, Curtains, etc.

Write for our sample line if you do not know our goods and we will convince you that our reproductions of Orientals are the best seamless goods made in the world.

Canadian agents for: Hermann Patz, Oelsnitz, Saxony, and Sachsische Kunstweberei Claviez, Adorf, Saxony. Our prices are right.

Send for Color Cards

OTTO T. E. VEIT & CO.
IMPORTERS AND COMMISSIONERS

SHOWROOMS:
726 Empire Building, 64 Wellington St. West
TORONTO
Phone, Main 2592

DEARDEN QUILTS

Made by Jonathan Dearden & Co., Ltd.
11-13 Bridgewater Place, Manchester, Mills: Bolton, Lancs.

Our specialty is weaving names and special designs in quilts for hotels, steamships, railroads, etc.

Find out the requirements of your local hotels and institutions and submit conditions to us. This trade is an ideal one because it entails no carrying of stock, yet it gives a fair profit.

Let us submit our 1913-14 samples of sheeting and quilts for your approval.

R. H. COSBIE, Limited
30 Wellington St. W. Toronto
Irish Linen Agency



The Eureka Electric Suction Cleaner

ADVERTISES ITSELF

The Dry Goods merchant who uses the EUREKA is keeping his store in a cleanly, sanitary condition, and is, at the same time, taking the best possible means towards BOOSTING THE SALES OF THIS MACHINE IN HIS HOUSE FURNISHING DEPARTMENT. That is why Vacuum Cleaners are a line particularly adapted to the dry goods trade. People want the EUREKA when they see it in operation. It is so different from other cleaners.

Write the **Retails at $45.00**

Onward Manufacturing Co.
BERLIN -:- -:- -:- ONTARIO

Talk to the Man

who has the final say about what goods come into the store through the columns of "The Review."

He reads it because it pays him. Why not tell him why he should buy your product?

DO you know of any dry goods dealer, anywhere in Canada, who does not subscribe to the Dry Goods Review?

If so, you will be doing him a good turn by giving us his name and address, so that we may send him a sample copy and an order blank.

DRY GOODS REVIEW

Canada's Only Semi-Monthly Dry Goods Paper

MONTREAL TORONTO WINNIPEG



Forecast of Fall Underwear Market

Conditions as they exist—The advances predicted depend on the wool market of the future—In benefiting by conditions, retailers have every excuse for higher profits.

FALL placing on underwear is progressing favorably. Most of the mills are comfortably sold up. Others have withdrawn samples of leading numbers which are sold to capacity. The margin of orders, still to be booked by jobbers or direct representatives indicates that merchants can be supplied with fair quantities for some time yet.

The unique conditions of this year's market have been entirely in the merchants interest. Competition up until the time mills withdrew samples was keener than in previous seasons. There are several reasons for these conditions, but the trade does not see that any advantages have been gained. Mills have booked orders early but the controversy of values simply to influence business has not resulted in any other improvement.

It is claimed that conditions are such that business placed on lines up to $3 dozen is not profitable. Some mills did not take out samples less than $4 a dozen, as they preferred to lose the cheaper business. Values shown in competition justified these mills in their contention that the demand for better grades is growing sufficiently to keep knitting machines on profitable work. Representatives are advising their accounts that values up to a certain price are bought better elsewhere. Travelers are satisfied to see these orders placed in other quarters and to book the better grades as far as possible.

The values offered have created conditions, which cannot continue. It is seen that the trade were aware of the competitive quotations and in anticipating higher prices were anxious to place the bulk of their orders early, especially in the cheaper grades. Some orders have been placed on a 5 per cent. basis. On some numbers, values compared for weight and quality of yarns used are estimated at a loss of as high as 40c on the dozen. As pointed out early in the season advances were expected until ranges and prices quoted made any changes improbable. Several mills adhered to last year's figures. They were satisfied they could hold their trade with values, which were suitable a previous season. This arrangement has proved satisfactory but buyers are being advised that conditions are too speculative to continue.

The present prices of wools and the figures which are considered a safe estimate in quoting prices may warrant this conclusion. Prices on which orders have been booked are estimated on stock at last year's low figures. The quantity of business taken until samples were withdrawn is no doubt profitable enough with the large output. The cost of production is higher but does not change sufficiently in one season's output to alter estimates from those of a speculative yarn market.

On this assumption and with orders booked for Fall, the talked of future advances depend on the wool market of the future. This season's business as placed is good buying and, as buyers are covered, the likelihood of changed prices is reduced. Competitive conditions still make a seller's market, which is for the present at least in the merchants interests. There is every confidence that prices will be higher. At any rate quotations will not be lower for some time.

In benefiting by these conditions retailers have every excuse for higher profits. There is no question of value, as pointed out. For Fall, merchants, who bring their underwear values up to a standard, which

Ask Your Wholesaler For
SCOTCH KNIT

Woollen Gloves
Woollen Caps
Woollen Waistcoats
Woollen Motor-Scarves

LEICESTER

Sweater Coats
Caps and Motor Scarves, etc.

To the wholesale trade

We are representing:—

J. L. Gibson & Co., Dumfries, - Scotland
John Currie Son & Co., Stewarton, Scotland
William Lockie & Co., Hawick, - Scotland
H. W. Plant & Co., Leicester, - England

All of whom are the largest and best manufacturers of their respective lines.

Seward Bros.

Selling Agents to the Wholesale Only

251 St. James St. - Montreal

PHONE, MAIN 4179

is in keeping with firm prices are sizing up conditions bound to confront the trade if present wool prices continue. Outside of the speculative features of the market is the knowledge that underwear stocks are not being sold too cheaply. Gradual advances make future advances easier. Every department is entitled to all the profits it can procure. With values to stand the prices there is every reason to secure the advances now.

Larger Margin Needed on Knit Goods

(Concluded from last issue.)

If the limit of cost and corresponding retail prices show 33 1-3 to 50 per cent., the total of stock is reduced to increase the turnover on investment. Whether the volume of business or change in demand is solving the problem on a 50 per cent. basis, because of style or averaged advance, is a department manager's question. It must be admitted that buying for the underwear and hosiery sections is harder than in other lines, provided the standard is 50 per cent. advance. The tendency, as in every other department is to let jobbers and mills carry the stock, irrespective of the branded line. A great deal can be said on both sides of this argument.

Larger profits and their necessity suggest that the ranges can be averaged to show 50 per cent. advance. The result is due partly to clever buying and partly to salesmanship. The standard of the market and the number of ranges shows that the improvement is in the merchants hands if they have not already accomplished the result. Retailing competition is to blame. Values are produced to-day, which pay the advances on a selling average.

Fairness in allotting overhead expenses is a matter of individual expenses. Different practices are followed but, in justice to other sections of the store, the costs should be applied and the department brought to the required standard. Sooner or later, the costs of doing business are going to increase as the section grows. Selling trend per season or year is going to account for a drop in sales in other departments. Such staple lines as hosiery and underwear can surely meet their own merchandising costs, if salesmanship is part of the campaign. Unless the overhead charges can be reduced to give a better profit on the initial turnover and that turnover is at least 4 times a year, merchants are not getting enough out of their hosiery and underwear departments.

But then competition has to be considered. The competition idea of reduced or cut price leaders belittles the claim that the profit average is 50 per cent. advance on each turnover. If a buyer is clever enough to average underwear sales and still sell at reduced prices or maintain a reputation for unreasonable leaders, most merchants would appreciate the standard. This applies to first cost, selling prices and proper overhead charges. It is allowed that system in store management reduces the cost of selling to a minimum in these sections. If this accounts in a measure for values offered necessarily it is not likely to permit supplying the trade at less than cost and charging the difference to advertising. Competitive prices do not invite 50 per cent average in opposition.

Clever buying is not the entire reason because other buyer's sense of value limit and selling standard is not less. Leaders shown do not guarantee a monopoly of the underwear business because of the



Smart brushed knit outing hats and motor hood, showing novelty numbers from an exclusive range of import knitted wear. Courtesy H. Zintag, Montreal.

Pen-Angle Hosiery



WARRANTED HIGH GRADE PENMAN'S HOSIERY

There's Money in Hosiery— Especially the PEN-ANGLE Seamless Kind

YOU should handle Pen-Angle Full-Fashioned Seamless Hosiery for Men, Women and Children, **the only kind made in Canada** that is actually **knit to form** and so fashioned in the knitting that **it will neither shrink nor stretch.**

Made of the **finest quality** Cotton, Lisle, Cashmere and Silk.

YOU'LL get YOUR full share of Hosiery Profits if you stock up your shelves with the Pen-Angle Seamless Kind.

PENMANS LIMITED, Paris, Canada

Hosiery **Sweaters** **Underwear**



A Big Campaign for Radium Hosiery

NOTHING quite like Radium advertising has hitherto appeared in Canada. It was inaugurated to awaken the public to a realization of the importance of high grade hosiery as a necessary adjunct to proper attire, and to emphasize the fact that styles change in hosiery as in other wearing apparel.

An increased demand for better hosiery is bound to result.

Leading newspapers throughout Canada will carry this advertising during the Spring and Summer. More than



a million people will be constantly reminded of the superiority of Radium Hosiery. Attention is sure to be aroused, and this awakened interest will lead the public to look for the store where their wants can be supplied.

As a connecting link between the newspaper advertising and your store, these handsome, four-colored window posters have been designed. Place them in your windows. Their presence will at once bring back to the minds of passersby the favorable impressions already formed from the newspaper ads—and the result, to you, means an increased business of the better kind.

That you may not lose a single sale of Radium Hosiery, write for these posters at once.

Perrin Frérés & Cie., Montreal

sales of these leaders. Healthy competition and the best possible values at all times are just as much the ambition of one buyer as another. If the opposition allows for 50 per cent. average, the corresponding competition is not conducive to the same standard.

The percentage of profit is not increased by the volume of business done on leaders. Clearing prices may be good salesmanship but values and reductions offered in many cases are not necessary on the higher standard. Usually this is evidence that neither the difference in reduction or former retail price shows the confidence in the range throughout on 50 per cent. basis.

Unnecessary competition is, therefore, the trouble, as in many other departments. Merchants have their own remedy.

EDUCATE PEOPLE TO PAY MORE.

People can be educated to other than standard prices. They will pay more. The most successful departments have taken advantage of the demand for lighter and better goods. Any store can do it. Salesmanship is the first essential and confidence is another. The only trouble is that merchants do not co-operate or adopt a principle to show the way. Smaller business with larger profits is just as satisfactory in the long run.

Lessening cost prices, by manufacturers is not going to attain the result. The plan followed in the United States of shorter discounts and value limits at 212½ and $4.25, etc., proved abortive. Merchants are at present making 19c and 39c prices, which represent lines at the above costs. For leaders prices are sometimes less. It does not follow however, that merchants in Canada would not be quick to appreciate a straight 50 per cent. proposition on special lines. These values are no more apparent than comparative cotton underwear.

The solution does not seem imminent in this direction unless the buyer makes it feasible by lessening his standard of costs and raising retailing values. Any advantage of the situation should conform with the prospect of higher prices. Advances can be quoted in every line but dry goods. If the turnover on the investment is sufficient to enable quoting present values and prices, well and good. If not the quicker way is to co-operate as a sensible plan and maintain prices the same as in other commodities or produce, and the quickest way is for each merchant to enforce a straight 50 per cent. average standard.

Many instances can be cited of remarkable volume of business being done. In the end the standard of value or profits has only been lessened for everybody. But the same firms never come in on the same basis and help to raise the profit average or maintain satisfactory business. Lowering the standard of value and increasing competition for any locality is easy enough. The result is that nobody is able to regain the old order of business, which was primarily enjoyed.

Very often lessening the ratio of profit without corresponding returns, considering the volume of business done is termed modern merchandising. Small profits on underwear and hosiery and in fact many profits in the store on 20, 25 or 33 1-3 per cent. advance are the result of this course of competition in boosting business. Nobody has since been able to boost the values back to prices demanded by increased costs of doing business. Consequently many lines represent a supply service now. The same thing is happening everyday in so-called up-to-date merchandising, whereas the list of satisfactory profit lines is only being reduced for the locality.

Competition has to be met, but meeting it does not forego good business or the elimination of service lines. If they are kept at all, salesmen do not push these numbers. Hundreds of arguments can be given in preference for the more profitable lines. Merchants have only themselves to blame in selling low profit lines in competition because manufacturers do not set the prices complained of.

The importance of underwear and hosiery departments and the growth of the departmental plan necessitates that sooner or later these sections will be put on a 50 per cent. limit.

Retailing prices necessary to meet present advances are to average 50 per cent. Merchants can and are getting this profit on less stock and an increased turnover on investment. This result is a fair standard for any department.

Tariff Tinkering and Trade

The eyes of all Canadians are turned with interest on the coming occupant of the White House. President-Elect Wilson is pledged to tariff reform. Just how he will go about it remains to be seen, and, in view of the intricacies of the situation, few have cared to predict what course he is likely to take. The fact remains, however, that Canada will almost certainly feel some of the effects of the change, whatever it is, and, for that reason, Wilson's "tariff tinkering" (as the cartoons have termed it) will be watched with more than casual interest.

Radical reduction of the American tariff would, it is claimed, mean a reduction in the price of many goods. Protectionists advance the counter claim that it would mean lower wages. In any case, the effect would communicate itself in some lines at least to Canada. Progress will be watched closely.

The problem of tariff reform is a "ticklish" one and American politicians have shown a marked aversion to handling it.



Something New and Better in First-Quality Hosiery and Underwear

WE believe that sincerely. We honestly believe that those merchants handling our new lines will **add** to their reputation as **discriminating** buyers and **gradually** corner the **better** trade—the **paying** trade—the **trade** worth while. And the margin of profit is pleasing—well worth the little extra time it'll take to look over the new products of the Mercury Mills.

Here are our main reasons for the faith that is in us regarding the New and Better Quality of our lines.

We buy the raw product for cash and take all discounts—Our entire equipment is new, thoroughly modern in every respectand the best that money can buy—
Our employees are highly skilled and are enthused with our ideals, a happy, contented staff of men and women who take a pride in nothing short of perfection—
Our executive officers are well-known to the trade as men who have made a long and successful study of the Canadian market.

Spring Goods Now Ready For Delivery

Hosiery

Mercerized, Pure Silk, Silk and Wool and Cashmere Hosiery for men, women and children.

Underwear

Balbriggan, mercerized, worsted, Silk and Wool flat and ribbed underwear.

Note:—A careful study has been given to the production of a **Closed Crotch Combination** or **Union Suit** possessing **decided points** of **superiority** in fit and comfort.

Our policy of selling direct to retailers is proving mutually satisfactory. See our travellers. They are covering Canada from coast to coast.

Mercury Mills Limited

Hamilton - Canada

IMPERIAL BRAND PURE WOOL UNDERWEAR



As Specialists
We Lead

This is the day of specialists, and no person will gainsay the advantage a specialist has over the general man. Specializing in Wool Underwear enables us to offer values that cannot be touched in any way. The quality is the highest, the fit is perfect, and the price is a big feature. Imperial Brand Underwear has a strong lead.

We are specialists in Men's Natural Wool, Men's Elastic Knit, Men's High-Grade Imperial, Men's Double Thread Balbriggan. Present delivery orders attended to promptly.

Send for samples of both Wool Underwear for your present and Fall trade, and Balbriggan Underwear for Summer Selling.

KINGSTON HOSIERY COMPANY
Established 1880
Kingston, Ontario

See the Gillies' Easter Range of
KNITTED TIES



It's not a case now of "Do you know the Knitted Neckwear?" It's a case of "Do you know Gillies'"? It is only a matter of how many different novelties we can produce to keep the neckwear trade coming our way. Our 1913 line is a remarkable one and one that will interest you. Now is the time to select your Easter stock of Ties. Do it now.

And Incidentally Select Your Stock of Fall Mufflers



The
A. J. Gillies Mfg. Company
Formerly
Laces and Braids Mfg. Co.
121 Prescott Avenue - - Toronto



THE popularity of the Brushed Woollen Aviator Caps for next season is an accepted thing, and the big demand is sure to bring out many makes, but we venture to say that none will excel the Bentro Knit.

It is a sure winner. We have a range that will suit the most exacting. Made of the softest yarn in heather mixtures as well as plain colors. Our travellers are now on their routes with these caps and samples of MITTS AND GLOVES, TOQUES AND SASHES, MOTOR AND SPORTING CAPS AND SWEATER COATS.

Bentro Knit goods are made under sanitary conditions in a newly built factory equipped with the most modern and efficient machinery for manufacturing woollen knit goods.

A card will bring our representative.

BENTRO
THE WEAR IS THERE
KNIT

The Williams, Trow Knitting Company, Limited

STRATFORD, ONT.

Agents : J. M. Robertson & Co., 70 Bay St., Toronto
Geo. A. Harris, Hammond Block, Winnipeg

BURRITT NOVELTIES





KNIT GOODS OF QUALITY

Is your knit-goods department paying well or do you have trouble in turning your stock over? With Burritt high-grade knit novelties a keen demand for quality at a reasonable price is created and met. And a good profit is assured you.

Our traveller will be calling on you. It will pay you to see samples of our large range.

A. BURRITT & COMPANY

DOMINION MILLS

MITCHELL -:- -:- ONTARIO

Health Brand Underwear

Guarantees Satisfaction to

Seller and Buyer

See our wonderful range and book your orders early.

Greenshields Limited

Montreal

Ask Your Wholesaler For

The

"Aeroplane"

Hood Mufflers

Manufactured by
H. W. PLANT & CO.
Leicester, England



IN ALL COLORS

THE demand for these mufflers is now enormous and they have "come to stay." They are made of pure wool, are extremely serviceable and very stylish. They retail at popular prices and the **smallest** store can make large sales in them.

Don't be misled, but stock the best, viz., the Aeroplane Hood Mufflers.

Sole Selling Agents to the Wholesale Trade

SEWARD BROTHERS

251 St. James Street, Montreal, Que.
Phone, Main 4179

Ask Your Wholesaler for

The

"Aeroplane"

Mufflers

Manufactured by
H. W. PLANT & CO.
Leicester, England



In All Colors

The demand for these mufflers is now enormous, and they have "come to stay." They are made of pure wool, are extremely serviceable and very stylish. They retail at popular prices, and the **smallest** store can make large sales in them. Don't be misled, but stock the best, viz., the Aeroplane Mufflers.

Sole Selling Agents to the Wholesale Trade

SEWARD BROTHERS

251 St. James Street - Montreal, Que.
Phone Main 4179

Hermsdorf Brilliants

The Perfection of Colored Cotton Hosiery

"Hermsdorf Brilliants" have none of the streaks that usually characterize cotton hosiery in bright solid colors.

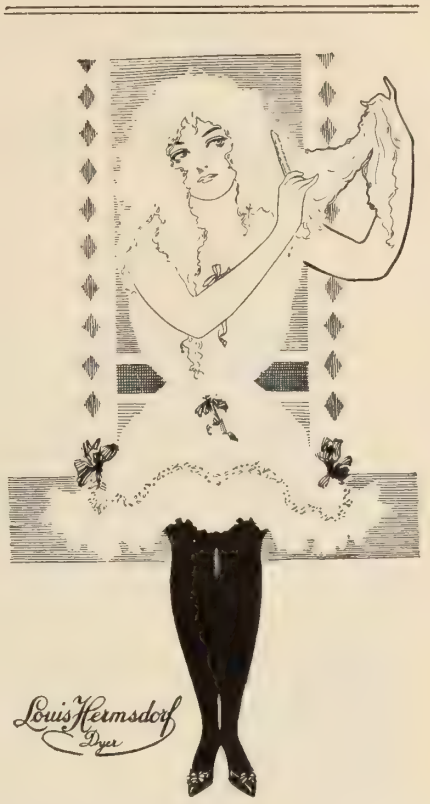
The "Hermsdizing" finish is **permanent** and **laundry proof**. "Hermsdorf Brilliants" **look** like silk but **wear** like cotton.

The greatest hosiery retailing events in the near future will be based upon the exploitation of "Hermsdorf Brilliants."

Progressive hosiery buyers everywhere are preparing NOW. For further information write

Louis Hermsdorf Dyer

Works: CHEMNITZ, SAXONY. American Bureau: 235 West 39th St., New York.



REGISTERED

Est'd 1785

TRADE MARK

BEEHIVE KNITTING WOOLS

—BRITAIN'S BEST—

J. & J. BALDWIN'S BEEHIVE AND WHITE HEATHER specialties form the finest range available from any source.

AGENT:—DUNCAN BELL, MONTREAL & TORONTO

JAEGER PURE WOOL

NEGLIGÉ SHIRTS and SHIRTWAISTS

IN

WOOL TAFFETA and WOOL ZEPHYR



Our Shirts and Shirtwaists are made in our own factory from exclusive designs and have the smart tailored appearance. Owing to the rapidly growing demand for these lines, we have largely increased our factory accommodation at our new premises.



WHOLESALE WAREHOUSE - - 243 Bleury Street, MONTREAL

TRADE MARK REGISTERED TIGER BRAND.

You Cannot Show the Sheep

to a customer when selling him pure woollen underwear, but if it bears the trade-mark of

Tiger Brand Underwear

you have just as good a guarantee of its sterling qualities. These splendid garments never fail to give the greatest satisfaction because of their soft, comfortable feeling, elegant finish, durability, elasticity; and because every garment is made of nothing but the very best of wool yarns.

WRITE FOR PRICES.

THE GALT KNITTING CO, Limited

GALT, ONT.

Agents:—Ontario, J. E. McClung, Toronto. Quebec, Philip de Gruchy, Montreal. Maritime Provinces, Fred. S. White, St. John. West, Hanley, McKay, Chisholm Co., Winnipeg.

The Maple Leaf Brand

SELL BETTER



WEAR LONGER

Hosiery and Mitts

We are specialists in these two lines, and our entire knitting factory is devoted to the exclusive manufacture of "Maple Leaf Brand" Hosiery and Mitts.

The Best Quality at the Lowest Price is what we offer you.

You can sell Guaranteed "Maple Leaf Brand" goods to your customers, and be assured of pleasing all.

Our Agents are out now. Wait for them.

Goderich Knitting Co., Limited

GODERICH, ONTARIO

TWO WINNERS IN

Women's Woollen Vests

Westfield Brand

"Bute" and "Eskdale"



LIGHT—
BUT WARM

COMFORTABLE—
BUT STYLISH

INEXPENSIVE—
BUT GOOD

Made in best shades and combinations to match colorings in Fall Suitings.

A real Scotch Knit, Well Napped, Pure Wool Vest; well finished edge and dainty buttons to match each color.

"Bute" in striped designs to retail at $1.75 each.

"Eskdale" in solid and heather shades to retail at $1.50 each.

JOHN M. GARLAND, SON & CO.,
OTTAWA -:- -:- -:- CANADA

Ask Your Wholsaler For **GIBSON'S**

MAKE OF : : **SCOTCH SEAMLESS WOOLLEN GLOVES**

THERE are so many so-called "Scotch Knit" gloves on the market made *outside* of Scotland; the best are, and always have been, made in Scotland. To make sure the gloves you buy are actually manufactured in Scotland, thus obtaining for your customers the *best* glove, all that is necessary is to ask for GIBSON'S.
These gloves are made in a variety of styles.

Sole Selling Agents to the Wholesale Trade



SEWARD BROTHERS

251 ST. JAMES STREET - (Phone, Main 4179) - MONTREAL, QUE.



When buying Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.



COUNTING UP

There's plenty of good game in your vicinity—just waiting to be bagged—so it's up to you to put in a good supply of ammunition and get busy.

Load your guns with **Pen-Angle Sweater Coats**—for men and women—and you'll not only **bag your game quicker,** but when you come to count up at the end of each day you'll find you've had **splendid success.**

Made of soft, fleecy wool—and **Knit** (by the Pen-Angle Process) into lasting shapeliness—these smart Sweater Coats are **bound** to give satisfaction.

Penmans Limited, Paris, Canada

Sweaters **Underwear** **Hosiery**

"Mon

Our Shaker lines are winners, be sure to see them or write for samples. :: ::



M-53

M-53— Shaker Coat—Strictly full fashioned throughout. This coat makes a very stylish and serviceable ladies' garment.

The Largest Knit Goods Manufacturers in the World.



M-92—Made in Jumbo Stitch. This class of coat will be very popular for the coming season.

arch-Knit"

STANDARD FOR STYLE, QUALITY and WORKMANSHIP

Jerseys for Spring and Summer

We have a complete range of Ladies' Cashmere Middy Blouses, Men's and Boys' Jersey Sweaters, specially adapted to Spring and Summer wear and athletic purposes, also a complete range of full-fashioned Bathing Suits, no rough seams. Write for samples.



Middy— L-3— Full fashioned Cashmere Middy Blouse entirely new.



L-107 — One of our new Middy styles

The Monarch Knitting Co. LIMITED

Head Office: DUNNVILLE, ONT.

Factories at

DUNNVILLE, ST. CATHARINES, ST. THOMAS, BUFFALO

JAY

ALL-WOOL UNSHRINKABLE Underwear

Every Customer who purchases JAY Underwear will be a satisfied customer.

Viewed at from every point of view—comfort, durability, weight, range of sizes, cost—JAY is emphatically the underwear for Canadians.

The patented improvements, securing greater comfort and durability, added to the high skill displayed in its manufacture, have made

JAY

THE WORLD'S LEADING WOOLLEN UNDERWEAR

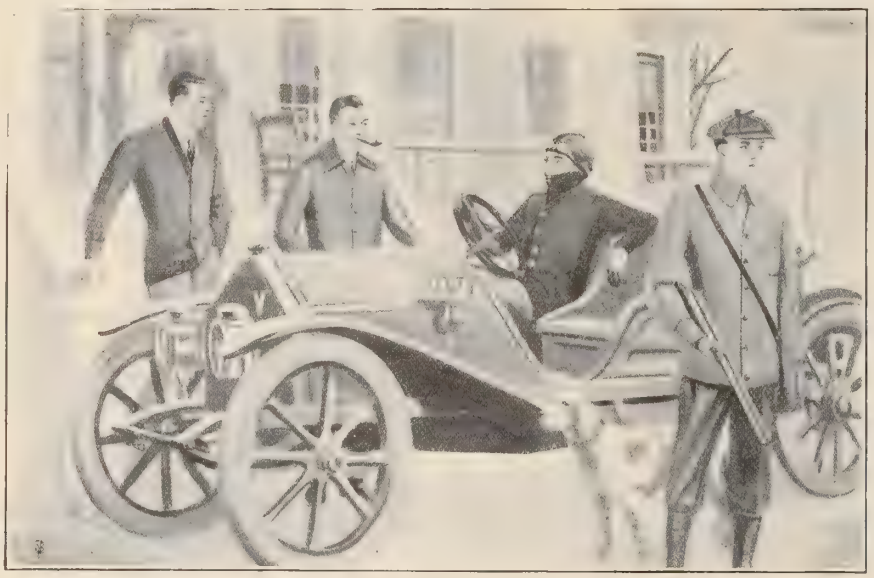
N.B.—Every genuine JAY garment bears this Trade Mark.

THE JAY FINISH TRADE MARK UNSHRINKABLE

Wholesale Agents: I. & R. Morley; Geo. Brettle & Co.
LONDON, ENGLAND

Steele's Ad. Service

Show This Coat to Your Townsmen



THE "VISOR" Four-in-One SWEATER

will meet with the heartiest approval with the smart young men's trade of your town. It is the all-year-round, serviceable Knit Coat, and is convertable into four distinct styles. It is the coat of utility and quality. The four-in-one collar is covered by letters patent in Canada and "the States." Made in six grades and in the best colors and weights.

Write for samples of the "Visor" four-in-one coat, also ruff necks in cardigan and shaker knit.

Big Business with "Visor." Write now.

THE VISOR KNITTING CO., Limited

Niagara Falls, Ont.

FACTORIES ALSO AT : : : NIAGARA FALLS, N.Y.

Ladies', Misses' and Children's Underwear

For Fall 1913

Before placing your order for Fall goods kindly await the call of our representative, who will be able to show you many improvements in our well known brands, viz:

Zenith BRAND REGISTERED — Crescent BRAND REGISTERED — Velva BRAND

in Womens', Misses', Children's and Infants' Vests, Drawers and Combinations.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. W., Toronto, Ont.

TURNBULL'S
MAKERS OF THE FAMOUS "CEETEE" PURE WOOL UNDERWEAR

Enterprising and Alert Dealers
who are forging to the front ranks always stock

Our Slogan is :

Worn by the Best People.

Sold by the Best Dealers.

CEETEE PURE WOOL UNDERWEAR

They sell "CEETEE" because they know and have proved that its guaranteed quality brings substantial sales and satisfied customers and then customers want it.
They also know that "CEETEE" Underwear is widely and strongly advertised. We create the demand—they fill it.

Our travellers are now out showing full lines.

We are also manufacturers of

Turnbull's High-class Ribbed Underwear for Ladies and Children.

Turnbull's "M55 Bands for infants, and "CEETEE" Shaker Knit Sweater Coats.

The C. TURNBULL CO. of GALT, Limited
GALT, - ONTARIO.

742

ZIMMERKNIT

"—finer than silk—"

SOME of the distinctive outstanding features of the ZIMMERKNIT line are pre-eminently responsible for its remarkable success from one end of this country to the other.

Prominent among these features is the new design of **Closed Crotch,** which provides the maximum of comfort. This is embodied in all qualities.

The ZIMMERKNIT **Porous-Knit** goods differ from the regular run in that they give a perfect fit. In such a light and open texture it has always been a problem to produce a perfect-fitting garment. This has been accomplished in the ZIMMERKNIT line.

The superior quality and finish of all our garments, from the lowest to the highest-priced lines, has won for them the preference of the most select stores in all parts of Canada.

Judged by the standards of price and quality, ZIMMERKNIT Underwear excels the imported lines. Our **Mercerized** and **Lisle** goods merit the particular notice of every progressive men's wear dealer in Canada.

Judicious use of the advertising helps we are sending you from time to time, and frequent reference to the superior finish and uniform quality of ZIMMERKNIT in your local advertising will result in **more sales** for YOU and bigger business for us both.

ZIMMERKNIT AGENTS:

E. H. Walsh & Co., Toronto.
Agents for Quebec.
Maritime Provinces, Manitoba,
Saskatchewan and Alberta.

W. R. Begg, Toronto.
Agent for
The Province of Ontario.

A. R. McFarlane, Vancouver.
Agent for
The Province of British
Columbia.

THE ZIMMERMAN MANUFACTURING COMPANY, LIMITED

HAMILTON, - ONTARIO

UNDERWEAR



ZIMMERKNIT

DEALERS: Just a word of warning: If you want prompt delivery you must order from your jobber early—at once, if possible. Otherwise, stocks will very soon be exhausted.

You can tell by the feel

of a ZIMMERKNIT garment that more than ordinary care has gone into its making. ZIMMERKNIT garments are made in all the staple colors, in distinctive styles to fit all figures.

The **Fabrics** used in **Men's** and **Boy's** goods are:—
Fine Silkette (In White, Natural and Colors), Fine Lisle (In White, Natural and Colors), Fine Porus-Knit (In White, Natural and Colors). Fine Mesh (In White and Natural), Egyptian Balbriggan (In White, Natural and Colors), Velvetrib (In Natural Egyptian only), Randon Merino (In Natural only), Cashmere (In Natural only).

The **Fabrics** used in **Ladies'** and **Misses'** goods are:—
Fine White Silkette, Fine White Lisle, Fine White Porous-Knit, Fine White Plain, Fine White Combed Sea Island.

ZIMMERKNIT

Summer Underwear

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Textile Soaps

A SPECIALTY

THIRTY-FIVE years' experience in the manufacture of textile soap in England and in Canada.

Send for Samples and Prices

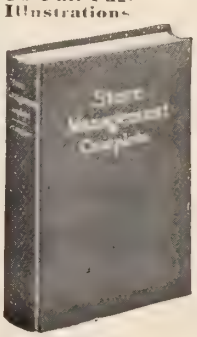
LONDON SOAP CO.

(A. G. Phillips, Prop.)

LONDON, - ONTARIO

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

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PROFITABLE LINES

for your Notion Department—Collar Pins, Beauty Pins, Ladies' Cuff Links, Bead Necklaces and Ear-rings to retail at popular prices. Write to-day for samples.

R. A. PHILLIPS

The Notion and Jewelry House

77 YORK STREET, TORONTO

FOUNTAIN AIR BRUSH

Model A Price $20.00

The Standard Air Brush of the World

Show-Card Writers and Window-Trimmers cannot afford to be without one.

Send for Catalogue C-79.

Thayer & Chandler, Chicago

ONE inch space in this Department will cost you $25.00 for 12 insertions.

BROCK & PATERSON LIMITED

ST. JOHN, N.B. HALIFAX, N.S.

The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.

MAIL ORDERS OUR ESPECIAL HOBBY

LARGEST MANUFACTURERS

Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.

The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

Condensed Advertisements

PARTNER WANTED

A WELL KNOWN LACE AND EMBROIDERY manufacturers' agent, established in Toronto, with most important agencies for the whole of Canada, needs a partner to help develop a big business. The latter must bring some capital, and preferably have a connection with leading users of the articles. Address Box 5, Dry Goods Review.

ORDERS WANTED

WANTED—ORDERS FOR FINEST HAND-made Irish crochet laces, insertions, picot-edges, beadings, motifs, collars, yokes, d'oyleys, etc. M. Hughes, Scotch Street Bridge, Armagh, Ireland

AGENT WANTED

WANTED BY A PLAUEN LACE MANUFACturer an agent for Montreal and Toronto. State references to Bendersky, Plauen I.V., Saxony.

AGENCIES WANTED

ENGLISH FIRM OF MANUFACTURERS OF Hair, Hair Goods, Hair Nets, as used by high-class hair-dressers and stores, desire to arrange a Canadian agency on commission with established sound house who has a good connection in the trade, for Toronto, Montreal and district. Arrangement for stock to be kept in Canada would be made. For further particulars, write to Box 97, Dry Goods Review, 88 Fleet street, London, England.

FOR SASKATCHEWAN — AGENCIES FOR store fixtures and fittings of all kinds. Also fixtures for department stores, office buildings, banks, schools, churches and theatres. We cover Saskatchewan three times a year, and work the larger cities all the time. North-West Specialty Company, Saskatoon.

MISCELLANEOUS

BECAUSE THE REMINGTON TYPEWRITer Company's Employment Department has earned the reputation among stenographers of filling the most desirable office positions, the result is that we place the most desirable class of office help. May we fill your stenographic vacancy? No fees. 144 Bay St., Toronto.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

BRINGING LATEST RANGES.

Dry Goods Review has received a cable message from Richard Haworth & Co., Limited, Manchester, to the effect that their Mr. McNicol had sailed for Canada with the latest ranges of Madras and fancy shirtings.

THOMPSON LACE AND VEILING CO., LTD., MOVING.

Owing to the exceptional demand for the laces and veiling offered by this young and aggressive firm, it has been found necessary to find larger quarters. The Thompson Lace and Veiling Co., Ltd., will, therefore, from now on be found at 59 Wellington St. W., Toronto, on the ground floor of the new Brereton and Stewart Building. This will give The Thompson Lace and Veiling Co., Ltd., four times the space which they now occupy, and will enable them to show their excellent assortment of laces and veilings to much better advantage. The firm have also greatly increased their traveling staff, having the whole of Canada covered by a competent staff of nine travelers, having permanent sample rooms at Halifax, Montreal, Toronto, Vancouver. Mr. E. C. Thompson has just returned from a successful buying trip to the Continent, and will again visit his friends in Western Canada. The city and Ontario customers who visit the firm's showrooms at 59 Wellington Street West will be atended to by Mr. Tod, special attention being directed to having an exceptional display for the spring millinery season. The firm carry a beautiful assortment of rhinestones, Bulgarian trimmings, shadow laces, also Malines veilings, chiffons, nets, etc.

E. W. UNWIN TO REPRESENT ST. GALL FIRMS.

Edgar W. Unwin, who is well known to most lace and embroidery buyers in this market, has definitely made his home in Toronto, and represents some leading St. Gall (Switzerland) lace and embroidery houses for the Dominion, in the McKinnon Building. He is well posted in the requirements of this market, as he has already made a number of selling trips to this country with laces and embroideries, and knows the manufacturing and technical end of it, as he was for some fifteen years in the St. Gall factories.

Mr. Unwin represents Belser, Forster & Co., St. Gall, who manufacture a strong line of staple embroideries, combining good design and workmanship with moderate selling price, and their products are specially suited to the needs of the manufacturing and wholesale trade. Buyers are recommended to look at their wide voile flouncings, heavily embroidered, which land around 50 cents up to a dollar.

Lace buyers will also be interested to know that Mr. Unwin handles the entire line made by A. Hufenus & Co., St. Gall, whose wonderful high-class novelties are so well known in the New York market, where they have an important branch, as well as in Paris, where they work hand in hand with the leading model houses. Manufacturers of waists, costumes,

neckwear, etc., are finding the productions of this firm's "staple" department of laces particularly smart and very suitable to the up-to-the-minute requirements of this market.

DELFOSSE CATALOGUES.

A handsomely illustrated catalogue containing 212 pages, has just been issued by Delfosse & Co., Montreal, manufacturers of display fixtures, forms, mirrors, wax figures, showcases and all forms of store equipment.

A large number of new and original designs in fixtures are shown and the catalogue should be an invaluable aid to dealers everywhere when the purchase of store equipment is under consideration. The book is presented in a very convenient size—6 x 9 inches; the cover is slate colored, embossed in gold; the design being of a purely Canadian character with a spray of maple leaves and a beaver, worked out by an artist of repute, especially for this cover. Several interior views of the factory are shown, including the machine shop, polishing department, and metal fixture stock room, as well as a series of views showing the manufacture of papier mache forms. Delfosse & Co. claim to have the largest and best equipped factory in Canada wherein they manufacture and finish every article turned out, including wax figures, papier mache forms, show cases, mirrors, metal stands, etc.

Since the business of Delfosse & Co. was established in 1898 they have had to increase their factory space to a considerable extent in order to cope with the growing demands made upon them. They are now prepared to turn out orders promptly, though customers are asked to bear in mind that these goods require time in the making and orders should be placed as early as possible so as to assure perfectly satisfactory deliveries.

In addition to their other lines. Delfosse & Co. carry in stock a very complete assortment of the finest French wax figures. These are very life-like in appearance and are the highest achievement of skilled artists.

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hours — instead of days

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Toronto, Canada

DRY GOODS REVIEW

PUBLISHED SEMI-MONTHLY



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Canada's Only Semi-Monthly Dry Goods Paper

MONTREAL TORONTO WINNIPEG

DRY GOODS REVIEW

THE RECOGNISED AUTHORITY ON THE CANADIAN DRY GOODS TRADE

ISSUED SEMI-MONTHLY

Issued 1st and 3rd Wednesday of each month. Office of Publication, 143-149 University Avenue, Toronto. March 19, 1913

CANADA'S ONLY (SEMI-MONTHLY) DRY GOODS PAPER

Canadian Women Buy Costly Clothes

As high as $14,000 has been paid for furs in Toronto—Many hats sold for over $150—Society women of the Queen City spend from $1,500 to $10,000 a year on clothes.

WITH the increase of wealth in a country comes a corresponding increase in prices paid for clothes. In Canada, there has been a marked tendency of late years on the part of the well-to-do class to spend sums on furs, clothes and jewelry which compare with prices obtained even in the capital of foreign countries. In dealing with the subject of the high living expenses of the wealthy class in Toronto, a writer in the Star Weekly touches on the question of dress as follows:

Just at the present moderate stage, the only remarkable points of difference in the spending accounts of the very rich and the very poor are the price tags on clothes, Summer residences and motor cars—certainly harmless in themselves, and the legitimate right of the man or woman who can afford them.

"What amounts are spent by some of Toronto's richest women on their clothes?" I asked a society woman who knows every compass point of fashionable life.

"From $200 to $10,000 a year. By the latter figure I refer to one or two ultra extravagant women who pick up five-hundred dollar dresses in Paris, pay a thousand dollars a year for jewelry, and never look at a hat that isn't marked above $200. Hundreds—literally hundreds—of Toronto women of fashion spend from $500 to $1,500 a year on clothing alone."

To prove such a statement I questioned the head of one of the largest Toronto fur establishments. "What are some of your prices for fashionable garments?"

He quoted the sale, before mentioned, at $14,000 and added: "That is unusually large. One of the biggest local sales was made the other day—$3,500 for a mink coat. A large number are made at $2,000 and $500 is a very common figure in a day's run. Although this Winter has been extremely mild, more high-class furs were sold than ever in our history for the reason that the wearing of furs has ceased to be a matter of warmth primarily, but of fashion. My experience in Toronto has convinced me that no city of its size has more ready money or a greater eagerness to pay generously for the mark of quality."

"And what prices for some of your fanciest hats for women?" I questioned another dealer who comes into touch with the trade of the rich.

"Three hundred and seventy-five dollars was paid for one of our hats last season. Two hundred and fifty is not unusual, and many were sold at $150. Do they represent value? Yes, value in exclusiveness and taste as well as the best materials. The woman with a ready purse who sees the hat she wants will not hesitate at an extra fifty or even hundred dollars. The three hundred dollar sales are made, of course, to people who have abundance of wealth. Such a purchase is merely an incidental in the week's shopping."

, The figures given above relate only to transactions with the very rich in the large cities. An unmistakable trend is shown in this article, however. Canada has passed through an era of unprecedented prosperity and money is unusually plentiful. People in all stations of life are spending money more freely.

Art Classes as Advertising Medium

McKinnon's Limited, of Weyburn, Sask., hold classes for children on Saturdays, free tuition being given in embroidery and crocheting—Wide interest has been created and the store has benefited accordingly.

A NOVEL advertising method has been followed by McKinnon's, Ltd., of Weyburn, Sask., with a marked degree of success. An art class has been formed for girls, weekly classes being held in the store. The result has been to arouse a deep interest among the members in art fancy work and benefits, both direct and indirect, have accrued to the store.

The class was first organized last fall and it was so successful that it was decided to form a new class this year, in order to accommodate those wishing to attend. Accordingly, the new class was started on February 1 and the two divisions have been carried on since under the charge of Miss Meldrum, with Miss McLeod as assistant.

In order to create interest in the classes, the following circular was sent out to mothers:

Dear Madam:—

During the Winter months we have been holding an Art Class for children and girls which has been of great interest to a large number. Practical work has been taken up. One little girl after two lessons made an aviation cap for herself, while another embroidered a Dutch collar, while still another made a very pretty pin cushion. The work of any of these little girls, we think, will compare favorably with that of adults.

Miss Meldrum, who has this work in charge, takes great pains with the class and guides each individual in such a way that the work will not only be interesting but profitable. Miss Meldrum comes to us from Winnipeg, but was formerly of Heriot Watt Art College, Edinburgh, where her work entitled her to an Art Certificate.

The Spring Class will open on Saturday, February 1st, at 10 o'clock and classes will be held every following Saturday at the same hour. The work taken up will be eyelet and solid embroidery on cotton, and crochet work on wools and cottons.

These classes are ABSOLUTELY FREE and the only cost will be for the material used, which amounts to about ten to twenty-five cents to each girl. No charge is made for the stamping of work for these lessons.

Have you a little girl that would like to take up this free class work?

We know that she will thoroughly enjoy it if you decide to let her attend, and it will prove to be



Group photograph of children's art club in store of McKinnon's, Ltd., Weyburn, Sask.

useful to her as she grows older. Bring or send your little girl on Saturday, February 1st.

We are,

Yours truly,

McKINNONS, LIMITED.

This was followed up by advertising in the local papers. The result was a big enrollment of pupils. Spring classes have an enrollment of 57 and the average attendance has been 37. Usually there are about 45 on hand when the weather is favorable. In the photograph is shown a class of normal size. Miss Meldrum, the instructress, is at the right side of the picture.

The classes are held every Saturday morning from 10 to 12 o'clock. The work taken up is embroidery and crocheting and, since the classes began, the pupils have shown marked proficiency.

As an advertising effort, the holding of these classes has been resultful. They have shown results both direct and indirect. The fact that the children have become deeply engrossed in the work is of importance as it means that the household from which each student comes is bound to take an almost equal interest. In this way, the store is advertised very directly and unmistakably.

Another fact is worth noting. Mothers or sisters often accompany the children to and from the store. But behind all this is another result which must be regarded as the most important. The children are being educated to appreciate the value of the articles which they produce. Through them, their mothers and sisters are sharing in the same education; and the results are seen in the demand for fancy goods, notions and materials for art work.

Eliminating Evils in Dry Goods Trade

THERE are many evils in the dry goods trade as in all other trades. Merchants are facing conditions which are highly detrimental but from which it seems impossible to escape. They are forced, for instance, to do a great amount of work free-work which should be charged for and would be if custom had not put the merchant in the unfortunate position of having to do it as a kind of concession or premium. The giving of discounts has become another evil of formidable proportions. It would be possible to continue the list of abuses and evils almost indefinitely, for they have crept into every phase of the management of a retail business.

One of the most succinct and complete summaries is presented by Geo. F. F. Roberts, who was recently elected as president of the New England Dry Goods Association. In a circular addressed to the dry-goods merchants of that section, Mr. Roberts offers the following excellent suggestions for the complete elimination of trade abuses.

Why not STOP FREE

1 Coat and Suit Alterations?
2 Carpet Making and Laying?
3 Curtain and Upholstery work?
4 Delivery of *small* parcels?
5 Delivery beyond *sane* limits?
6 Fares to your city or town?
7 Gifts, Prizes and Premiums?
8 Millinery Making and Trimming?
9 Parcel-post before it gets *too* far and your expected *boom* becomes a *boomerang?*

Why not cease to give discounts to

1 Clubs, Dressmakers, Peddlers and Societies?
2 Restaurants, Hotels, and Sewing Circles?

Why not reduce

1 Advertising as a *whole* and *exaggerated* statements?
2 *Fake* sales and the *number* of sales?

Why not discourage the

1 Club plan and Installment plan?
2 Sample Fiend and Approval system?
3 Needless offer of Credit and Too willing Exchanges?

Why not encourage the

1 Cash customer and Careful shopper?
2 People who Carry their Purchases and Keep them?

Why not depend for success upon

1 Your own Personality and the Efficiency of your help?
2 The Character of your Store and the Quality of advertising?
3 The Style and Completeness of your stock and Display of same?

Why not (as seasons have changed)

1 Stop Forcing the season and Losing your profits?
2 Have your Clearance sale later and Save the profits?

As selling goods is not a six days a week task,

Why not Close

1 On all New England Holidays and insist on same day in six states?*
2 On More evenings if all agree, in your community?
3. One-half day each week, except when there's a holiday in it?

The clause marked with an asterisk is meant to apply only to the particular section covered by the New England Association, but the same condition is found in Canada. Uniformity in holiday dates, although a sane proposition to which no real objections can be raised, has not yet been brought about in this country. Civic holiday dates vary in all parts; being celebrated on perhaps a dozen different dates in different parts of the country.

Raising Standard of Glove Department

The proper selection of stock—Keeping stocks clean by periodical clearance sales—Giving satisfaction to customers—The proper storing and displaying of glove stocks.

Editor of Dry Goods Review.

We would like some suggestions re kid glove department. We think we should be selling more of them and any hints on fixtures, salesladies, publicity, etc., will be much appreciated."

KID glove departments and their ultimate success are always a problem. There have been many experiences in style trend, competition and selling sequence. Without the knowledge of makes carried and business done any suggested improvements must be general.

In some localities branded names which are household words through advertising, sell the gloves. But unfortunately every merchant in a town does not carry these same makes. Again unless he is entirely sure of quality and connections he does not care to advertise any one line to create a demand for the manufacturer's gloves. The situation is that while merchants are willing enough to benefit by the makers' advertising they are not willing to promote an obscure make. Kid glove manufacturers or branded lines are not numerous so little improvement can be expected by changing connections. This is not a reason, why any merchant cannot handle one or as many makes as his trade warrants. If the quality and values are correct each merchant can afford to take advantage of manufacturers' advertising and promote a departmental brand of his own.

Numerous inside conditions might contribute to slow glove sales. The first of these is the stock itself. Most manufacturers or their representatives, have been selling their lines season after season. They expect that when a merchant places an order, which is satisfactory, the stock is clean. If suggestions are made to the contrary they are resented. The result has been that the traveller often knows, as well as anyone, why orders are not increasing as anticipated.

STOCKS MUST BE CLEANED.

In handling many glove stocks, the merchandising policy of the store is wrong. As an improvement the only option is to lose money preparatory to a season and clean up stocks. After this general clean-up each season's sales are made to carry the smaller losses, incidental to good business and satisfactory profits on the investment. The trouble is in the assortments and quality of stock. Therefore, the amount of initial loss depends on the stock.

Several tests are necessary in placing kid glove departments on a 100 per cent. basis or as near that standard as possible. One of the first of these is quality. The test of fineness or texture of relative numbers is in the feel of individual pairs of gloves. This is the customer's test and should be equally so for the merchant. The same test in a measure determines the life of the gloves, being handled and their ultimate wearing satisfaction. Life in a kid glove depends on the softness, pliability and weight of the skins and the test of feel only comes with practice or careful comparison.

Among the several reasons for putting quality gloves on the sale table are the following: In some cases gloves in stock become hard or unpliable. They seem thick because the dressing of the skins or oil has been absorbed. They are flat and stiff and show patches of white.

A second reason is that gloves have been stretched and from numerous causes, fitting, method of presenting to customers or stock-keeping are not new when presented. At any rate, a number of pairs are mis-shapen and do not sell, as in each case a perfect pair is wanted. While these gloves are perfect in quality, size or color stock is increased by the value of these numbers in stock.

Damaged gloves, which accumulate for that cause are a contributory reason for unclean stocks. These gloves often represent part of the stock, which is considered in first-class shape. Minute inspection reveals imperfections for which no one is directly responsible at the time but which can be traced to many minor influences. Spots or rough effects caused by dust are a defect. Almost new stock is sometimes spotted because the counter was wet, when they were shown. Defects, which are unaccountable, show in a short time. Faded shades are also found. A streaked appearance is seen in light colors. Whether these gloves faded, when on display or after being returned to the original wrappers, is conjecture. Their place in stock represents an investment, which does not mean sales and turnover.

Many of the causes of slow sales are seen in comparison with perfect and saleable gloves, which are approved quality and value. When customers are satisfied in their selection, they choose the right gloves every time. Salespeople continually pass these odd gloves. Very often a sale is lost because of the difference in feel between sizes or in matching colors.

Shape is important. Complaints from customers that the fingers or thumbs are too short or the hand is too narrow and the cuff short or small have to be satisfactorily answered. Customers and merchants interests are protected as these criticisms are sometimes justified. Such simple things as stitching on the back makes enough difference to lose a sale. To carefully gloved people, the lines of the glove are as important as fit. Fasteners and their number are

often according to locality demands just as longer lengths sell better one place than another. For instance, every pair of lace fastened or buttoned gloves in short lengths are not worth much, when customers want particular domes and fasteners.

PERIODICAL STOCK CLEANING.

Profits on gloves for a time are in proportion to the necessity for house cleaning and its effectiveness. Clearance prices depend on the quantity and condition of the accumulated seconds. With judicious advertising and display, the sale price depreciates until the lot is gone. A proper clean up will likely show prices from 89c a pair down to 25c. If the latter figure does not complete the clearance, the gloves left are usually an insult to a good department. After stock is cleared once, a periodical stock cleaning is a policy of precaution.

Stock-keeping arrangement, department location, fixtures, and publicity are the same applied to kid and fabric gloves as in any other section. Successful sales are not the result of following the lines of least resistance. Glove departments are not treated as trade pulling mediums for other sections in the store which demand profits. If any other element is present, the causes are usually evident. The head of the department, buyer, or salesman, are afraid they cannot ask or get more than fixed prices. This does not prove that the plan is not feasible. Confidence is necessary.

Careful buying of kid gloves is an important feature of successful kid glove sales. Continued changes in styles, selling conditions and competition make buying a different matter than assorting sizes, numbers and colors once or twice a year. While percentage of profit may be increased by changing numbers, merchants are depending on quantity sales and quicker turnover on investment. Naturally, if semi-annual clearance is effected, larger profits and correspondingly larger stocks with quicker sales for the important glove selling events, Easter, Thanksgiving and Christmas are necessary. Therefore, gloves are bought oftener than ever. Buying develops into staple placing and novelties in which the success of the latter is guided by intuition and knowledge of future styles. This is the only important reason for correct connections and in a measure more satisfactory repeats because style influence is also catered to by larger firms. The same policy approves adding new lines which the demands of the trade dictate.

In most cases more satisfactory business is being done on better gloves than on cheaper grades. The question of non-guaranteed sale gloves is an open one. Merchants usually concede that gloves carried in average Canadian stocks or the quantities sold do not favor cheaper quality numbers in building up a good trade. Those, who are anxious to educate customers to come each season for gloves can afford to sell satisfactory gloves at certain prices and seasons. The idea is to build up a better class of trade and invite exclusive glove business which pays larger profits. This is one of the advantages of the semi-annual clearance sales. Prices at that time are never less than cost, so the turnover of the season is clean. Profits are not estimated, but accomplished.

Another way to consider the situation is that for every pair of cheaper gloves sold, customers expect adequate return in wear and satisfaction. Salesmanship takes advantage of this demand. Every pair of cheaper gloves sold fills the demand for a better pair. Sales are not increased as the sale of secondary gloves is limited and satisfactory gloves usually give sufficient wear to serve for everyday use. Customers remain loyal to the store in this case which means increased business. Retained and built up patronage is augmented by new customers.

Buyers pay as much as estimated expenses allow and give a good margin. Profits should average at least 50 per cent. on cost. In the average store $1, $1.25, $1.50 and $1,75 or $2 are favorite selling prices for short gloves. Long gloves sell up to $3.50 a pair. Every sale is a dollar or more. With a growing turnover on investment and stock closer to immediate demands the profits on investment should be satisfactory.

A careful buyer uses good judgment in selecting shades. After the stable stock is ordered the amount of success attending the choice of novelties depends on how far each buyer is confident that selections are right. With the knowledge at the time of ordering and at the buyer's disposal as the season advances, there is little speculation compared with other departments. The policy is to conserve profits while building up a reputation for correct assortments and service.

METHODS OF STOCK-KEEPING.

Stock-keeping is defined by the stock carried and the natural divisions of size, color and price of forward and reserve stock. Glove cabinets about 6 feet 6 inches high are approved. These cabinets are built to the floor or have double drawer base. Each locker is about 4 x 6 x 12 inches, finished inside and out. Smaller inside divisions separate the shades. Cloth covered boxes made to fit fixtures are the next best equipment. These boxes are 3¾ x 4 x 12 inches or multiples in width up to 12 inches. Ordinary glove boxes in which gloves are received are splendid for stock-keeping. Each size is kept separate and each pair wrapped in tissue paper as received. Packages are held by an elastic band with ordinary label and side papers. With careful allotment of colors, sizes and prices any saleswoman can keep stock ship shape by examining and replacing stock daily. Counters are padded with velour fitting, board, wash basin and fitting appliances.

Perhaps the main trouble is found in keeping up stock. Slowness in delivery of the staple shades sometimes contributes to losses. This can be improved by shrewd buyers and the service of repeats kept strictly up to the minute.

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Invariably in advance.

Evils of the Trade

IN this issue a comprehensive summary is given of the more pressing evils now felt in the trade. The proportions of the list appear startling and formidable. One wonders at first how the merchant ever manages to stagger along under so heavy a load of hampering conditions. After studying each item, however, it is found that the practices mentioned as evils are not in any sense new but that they have existed for many years and the trade has managed to bear up under them. It is probably true that the dry goods man is no worse off than merchants in other lines of trade.

The question should not be dismissed with the cursory and far from consolatory reflection that evils of the nature cited are an inevitably concomitant of retail trade, however. There are many of the items contained in our list which could be soon disposed of in effectual style, if the merchants made a determined effort to stamp them out. It would not be a difficult matter, for instance, for the trade to eliminate such practices as making alterations free, laying carpets without charge, giving gifts and premiums and similar unnecessary bonuses; that is, the difficulty would not be great if any degree of unanimity were reached among members of the trade in certain localities. Where one merchant adopts some such scheme, his competitors think they are compelled to go him one better and in this way, the public are led to expect concessions of the kind and to regard them as their just due.

Running down the list, which is given on another page, the eye encounters evils of a varied nature, all of which could, we believe, be eliminated if a determined effort were made. One item in particular applies with force to many localities in Canada — the practice of keeping open every evening. Although in many centres, the merchants have reached an agreement whereby they close at six every evening except on Saturdays and before holidays, there are still thousands of stores where the old idea of keeping open practically from cock's crow to the last hour at which a belated night customer might happen in, is still in force. Under such circumstances, the merchant makes of himself a voluntary slave, free in name perhaps but nevertheless bound down by chains as irksome as those ever worn by captive. And it is extremely doubtful if his business returns are any more satisfactory as a result of the unremitting toil and endless hours that he gives. Why cannot early closing be made general?

Push Collections Now

ALTHOUGH the merchant who conducts his business on a credit basis, must push collections vigorously at all seasons of the year, there are certain times when it is advisable to make an extra special effort. For instance, in the fall, when the farmer has realized on his crops and has plenty of ready money, no effort should be spared to get outstanding accounts with farmers collected.

At the present time, there is need for the prosecution of an unusually active collection campaign; but for a far different reason. Money at the present time is tight. Banks are loth to lend and there is every indication that none but the most strictly legitimate enterprises will be financed this year. While the dry goods man will not find any difficulty in securing reasonable accommodation from his banker, it is not at all likely that he will find any tendency to give him "leeway." With the prospect of comparative tightness in financial circles, the dealer should endeavor to put himself in a position where it will not be necessary to seek assistance. The merchant who keeps his accounts collected will not find it necessary to get accommodation at the bank and therefore will not leave himself open to inconvenience should a more serious financial stringency develop in the future.

Much Money Spent in Dress

IT is not necessarily a sign of national prosperity and wealth when a certain proportion of the population begin to pay what seems like extraordinary prices for articles; but it is a sign that the retailer can expect to sell goods which previously he was

afraid to handle. The statement is made that society women in a certain city spend as much as $10,000 a year on clothes alone. The figures given in another part of this issue indicate that the conditions existing in foreign capitals where extravagance runs riot are now being reflected in the larger cities of the Dominion.

Although it is only in the larger cities that such sums are paid out, the same tendency is making itself felt all over the country in a more or less degree. People are paying for articles which were once regarded as the rarest of luxuries. What is more to the point, they are becoming educated to the necessity of paying a good price for a good article. It is the natural result of the unprecedented prosperity which Canada has enjoyed. Money is plentiful among the people—and they are learning to spend it.

The Customer is Right

"THE customer is always right."

This maxim was laid down by a merchant prince whose success in business has been so great that one is inclined to trust to his judgment on such questions. His business throughout was managed on the one principle:—That the merchant must please the public. Service was the keynote of his policy.

Students of merchandising problems agree that in the main the merchant must base his store policy on the idea that the customer is always right. He must strive to please, accepting losses with good grace and aiming to get his reward in the shape of a widespread reputation for service — the kind of reputation which can be coined into profits.

Still, all will agree that the idea of elevating the customer to the plane of infallibility and pampering him in every whim can be carried too far. There are some customers who are never right. The crafty customer, who can always buy cheaper elsewhere or by mail, who is never willing to pay a fair price, deserves a short shrift. It does not pay to let the customers of this type think that they are right; on the contrary, it is necessary to promptly demonstrate that they are wrong. The man who is always asking for credit and building up accounts which he is very slow to settle is another who must be dealt with as an exception to the general rule that the customer is always in the right. There are other types, other kinds of customers who must be regarded as dangerous to a degree and dealt with firmly and unswervingly.

With these exceptions in sight, however, it is still necessary for the retailer to base his selling campaign with the broad idea in mind that he is there to please the public. Promptness, courtesy and a willingness to stretch a point where possible, and to oblige on all occasions, are the main factors in winning the favor of the buying public.

The Financial Outlook

THE Financial Post in its last issue states that the attention of business men is centred on the monetary outlook and that the country is feeling the stringency keenly in so far as the market for Canadian securities in London, Eng., is concerned. Some heed, it says might well be given to the official trade returns just issued by the Dominion Government covering the first nine months of the fiscal year ended December last. The imports and exports of merchandise are as follows:—

	Imports.	Exports.	Balance.
1909 ..	$267,041,035	$238,667,077	$ 28,373,958
1910 ..	331,502,622	235,317,515	96,185,107
1911 ..	382,451,923	241,885,332	140,566,591
1912 ..	496,692,803	297,134,761	199,558,042

It will be seen that the balance is rather great against Canada.

It is not so much a question as to the quantity of money, but the price Canada will pay for it. Meanwhile during the past week there has been some easement of the stringency. Some of the banks have been lending in strictly call loans, and the rate is 6½ per cent. Some manufacturers and business men have not been able to get money from the banks for the purpose of capital expenditure, and have had in consequence to turn to the loan companies.

The problem in the mind of most thinking business men, The Post adds, is as to what is going to happen. Leaving external influences out of consideration, it does not think anything serious is in prospect. The tight money will certainly slacken up business, building operations, etc., somewhat, but outside of money the fundamentals are sound, and there is no occasion for fear.

Changes in Mercantile Law Wanted

AT the annual convention of the Ontario Associated Boards of Trade in Hamilton last week a resolution was passed urging the Provincial Government to pass legislation dealing with bulk sales with a view to protecting the wholesaler from loss through actions of dishonest retailers. The latter, it was charged, sometimes sell their stock in bulk before some of it was paid for.

This was objected to on the score that it would make the wholesaler careless as he would have the tendency to feel he had the protection of the Government. However, notwithstanding the objection, the resolution was carried.

There was also a resolution presented asking for a uniform Dominion Insolvency Law. It was stated by the introducer that under the present system in Canada it is necessary for those dealing with merchants in the various provinces to be familiar with all the different systems and that this was annoying to the creditor abroad. More data were required on this so that it was not carried at the time.

CANADIAN FUR TRADE NEWS

The Style Trend for Furs Defined

From present outlook, 45-inch coats are expected to sell—Many styles shown are remarkably plain, although original and striking fur combinations are seen.

RANGES of fur samples for Fall 1913 are still incomplete. Several manufacturers left for the West during the first weeks in March. Samples are mostly staple numbers in styles and pelts. Compared with last season's lines, value as well as finish is similar. Although an exceptional novelty season with business later, manufacturers are basing values and styles for early placing on the trend of last season.

Style trend and season placing are different according to locality. Sample ranges, ready early, show mostly staple styles. The few novelties seen are not extreme compared with this season's exclusive styles. That some of the novelty influences will take well is conceded because for general trade the demand for novelty is growing faster than the production of other than the most staple lines. Those novelties already shown are more to indicate style trend and tone up stock to find the feeling of the trade on coming influences.

45-INCH COATS.

A fair selection of fur and fur-lined coats is seen. In most parts of the trade 45-inch coats are expected to sell in proportion to furs, which are most suitable in weight and texture. First samples are from 40 to 52 inches long. Some of the styles are remarkably plain, while others run to extreme in fur combination and outline. Staple coats are semi-fitting with some fulness to the skirt. In the novelties, as predicted, most of the fur is above the waist line. Garments are cut away in front from gradual rounded effects to pronounced sweep. The length determines the mode of fastening, which is 3 to 4 button or single or double frogs with tassels and loops.

Mink coats are shown in the three lengths and for high-class trade, style favors plain matched shell, shawl collar and deep cuffs with bias or outline pelt trimmings. Seal with Alaska Sable collar, cuffs and border are sampled in one range. Persian lamb coats are similar and the quality and cure, linings and finish are equal to last season's samples.

NOVELTY IN FUR COMBINATIONS.

The greatest novelty in fur combinations and cut is seen in Hudson Seal. This is becoming one of the leading furs from a retail standpoint. Some of the best combinations seen are: Hudson seal and beaver, civet cat, opossum or any light fur, which contrasts well with black. Civet cat is used to outline collars and cuffs. These coats are usually 40 to 45 inches, with long shawl collar, large cuffs and double fastener with one large ornament and tassels.

Similar application and cut is seen in pony skin. A few long marmot coats are featured for Western trade, motoring wear and driving. Both plucked and unplucked beaver for men and women are shown in more ranges than heretofore. This is in accord with the growing style favor for this fur.

For warmth, motoring or driving, some advanced numbers in Fall and black muskrat are shown. These garments have real style and are made of best quality selected rats. They are mostly 40 inch length and made in both panel and bias pelt styles. The trimming is contained in the arrangement of the skins, which are beautifully matched. These smart coats are higher-priced than the average and are quoted at $90 to $125 each, but other lines in different lengths are full value in quality and appearance at regular costs. The general impression is that rat prices are easier. The problem is to secure select skins at closer prices.

In coon coats for men and women the market is remarkably firm. Some manufacturers estimate the advance for No. 1 coon at 10 per cent. The trade want a leader $100 coat and are willing to pay up to $70 but this year makers are not prepared to offer

first quality matched pelts less than $75 to $80 a garment. An instance of this is noted in early quotations. In an effort to procure a sample coat of right quality and appearance to round out a sample range, a suitable garment was selected at $68 net. This coat stood the test of value. It was returned for a minor defect in workmanship but both the quality and price were withdrawn. The maker could not produce garments to sample less than $75 net. No. 1 and 2 grades are sampled in satisfactory coats at fair quotations. One of the smart coats of the season for women's wear is made 50 inch length of dark raccoon in panel effect, with side vent and rounded corners. The pelts from the lines of collar and cuffs and both shawl and notched collars are good in this garment.

Sales of fur-lined coats are likely to be limited for a season on or so, by value and locality demands. Some of the values shown are attractive, because they are close quotations. A good fine broadcloth shell with a fair length rat lining and Alaska Sable notched or shawl collar is quoted at $40. The neatly strapped shell gives a style that is good for more than one season. It is well-tailored and has extra quality canvas collar foundation. Pile fabric competition and the vogue of velvet Electric and Hudson seal accounts for the falling off of fur-lined garment sales. Furriers expect this to continue and are only carrying supply numbers to meet the leading retail prices, where there is still a demand. Garments with Western Sable notched or shawl collar are quoted well within the $50 retail cost limit.

In matched sets, mink, as one of the most dressy, stylish and serviceable furs, continues in styles similar to last season. Each furrier is left to accept his own limit of extravagance. Whole pelts with heads and tails are used and style seems to prefer bias treatment. Some of the smarter styles are crossed back and front and the animal effect is retained in matching each pelt. Samples contain styles from the smallest neckpiece or stole to the most elaborate throws, shoulder pieces and caperines. Muffs include pillow, bolster, shield or envelope shapes. Some novelties are seen in the latter and one or two numbers are narrower and longer with deep, inset shirred linings and inside pocket.

Mink, and its preference by customers, favors quality and styles which are not too elaborate. Samples prepared so far take this into consideration and count on careful matching and service to sell plainer styles again. Better furs are expected to wear for some years and customers select styles which are not too extreme. Except for a few numbers the lasting qualities are better than style this year, although some novelties already displayed are quoted up to $125 and $150 a piece and are approved innovations.

Persian Lamb, matched sets and small pieces, are plain. Neat throws, shoulder pieces and pillow muffs are quoted at last season's figures. The activity of Persian paw and the suitability of this fur for medium trade is noticeable. Some early quotations show good merchandising values.

Marmot is easier in price. Among the furs of medium quality Hudson seal and muskrat continue in prevailing models. Dubany stoles with bias ends



Hudson seal and beaver in an attractive style for Fall, 1913. Shown in pleasing combinations, including Hudson seal tipped with civet cat. Courtesy Alexander Fur Co., Toronto.

are sampled in several widths. Many of these quality furs are trimmed with self-colored fringes or tassels in bias arrangement. Values are satisfactory at the staple prices.

Skunk is the only long-haired fur which is beyond last seasons price limits. Animal styles in natural, black and pointed fox, raccoon, blue silver gray and black are still made in single pelt and double skin styles with single head and tails. As far as can be verified at this date, prices are competitive at last season's quotations and values.

Linings are more vivid in color in keeping with styles in general. In plain silks and satins, white, soft greys, tans, browns and blacks are used to match the pelt. Rich broches in grey, tan, brown, blue primrose and cerise are shown in larger patterns.

Getting Competitive Value in Furs

Conditions which must be considered by the retail furrier in making his seleetions—Some remarkable values are being offered—How this result is obtained.

FURRIERS, buyers and merchants are taking advantage of broader trade conditions and buying nearer to the season's demands. The influence of ready-to-wear styles, growth of departments and closer knowledge of the trade is creating active conditions. Buyers are selecting later each season and discerning between values and stability, which conforms to retail changes. The increase to be expected on next Fall and Winter's business is based on the novelty or style end of fur manufacturing, confirmed by staple numbers in which value is the result of competition.

The number of wholesale and manufacturing furriers is steadily increasing and values offered are due to specialization. Qualities, values and styles to meet retail demands are no longer found in any one range of furs. Novelty demand for average trade is largely defined by the sales possibilities of the locality. Therefore, when it comes to values on staple numbers and best novelties a thorough knowledge of competition is necessary. This year costs of manufacture and style trend, are responsible for early values, which in some instances are remarkable.

These values are not the result of anxiety or because of style. Quotations are due to good buying and cost reductions, both in overhead expenses and machine work. Value for garments or pieces is estimated on the standard of general competition. Appearance and quality to meet either staple or leader retail prices are up to value. Buyers have the option of a value basis on a fair amount of staple style and price, which novelty business increases proportionately with the class of business done. This ranges from value at a competitive price to extravagance regardless of price. Each merchant has to use unusual judgment in estimating the ratio of value and excellence which departments should contain.

The source of manufacture of furs and fur garments is not evident in any range. On a question of value the source is not guaranteed by the range in which the fur or garment appears. Value and low costs of manufacture are as important to wholesale furriers as to the retail end. Values and styles, which are profit leaders, are not likely to be overlooked, because of their origin. As pointed out nobody knows whether exclusiveness or reputation of either wholesale or retail furrier is being counted on to elevate the standard of the garment to meet outside trade conditions. Such practice is as legitimate for the distributor as for the retail furrier. The problem is competitive on apparent profits.

The character of this competition and influence on the trade is proportionate with the knowledge of these values and the class of trade catered to. To put departments on a proper footing furriers are not interested in the source of manufacture. Their sense of value and judgment of appearance, workmanship and quality is the same, whether the garment is made in one place or another. Dependable garments are essential in both cases and fur buyers are not critical if they obtain values.

Clean, sanitary, working conditions in fur factories are a good advertisement. But where does the guarantee come in that either samples or stock are made in these buildings? Health may be safeguarded in some instances but retail furriers are not apt to question manufacturing conditions, which promote unusual values or larger profits. If they were, no one knows or can discern these garments, which are as likely to be offered in large ranges as in smaller ones. In everyday competition each retail furrier has to admit that his confreres doing exclusive fur business are taking advantage of the conditions. By protecting themselves smaller accounts are not doing any more than exclusive houses, which are so particular on sanitary arguments, and proper working surroundings.

Contract work does not mean that surroundings are unsanitary. Home workmanship is the same in furs as in men's furnishings. Fur workers and tailors estimate on a fixed price and a guaranteed season's output. The advantage in price on account of working conditions is as important as finish, quality and appearance of the completed garment or set. Some practical buyers can discern the finish or class of garments, which this connection is turning out. The so-called general increase in the standard prices of furs is not noticeable up to a certain figure and the tendency of price of these leaders is downward. Just how far this class of work is the result of manipulation depends on the unscrupulousness of the furrier. In the hands of the average reputable furrier merchants have no reason to forego these values, which are often a revelation to some competition.

The future of this season's fur buying is on broad merchandising lines. Numerous trade elements seem to continually change with the differences in values and styles. If the buying trend is the result of greater specialization department operations must depend on closer buying acumen . Closer study of the fur trade is necessary before each buyer is assured he is getting the best of the season's productions and service. While the style influence on novelties is closer to the selling season and larger profits are due to greater novelty, each season's buying is going to be later. This influence is seen this year and manufacturers are not anxious to start the season too early.



Views from the far north fur country—typical fur trappers. In the centre is shown an Eskimo dog.

Fur Prices Up at Base of Supply

Trappers are getting higher prices now—An interesting sketch of conditions at the trading posts where the furs are secured—The lonely life of the trapper.

(Written for the "Review" by Felix J. Koch)

JUST the other day an Associated Press dispatch chronicled the fact that furs valued at $725,000 were brought to Edmonton, Alberta, from the north country, and trans-shipped to London, Paris, St. Petersburg, New York and Boston, to supply half the world, eventually. The catch of fox furs was especially large. There are several silver fox skins appraised from $1,250 to $1,500. Experienced trappers have this year made from $1,500 to $2,000 on the average.

All of which brings to mind again the romance and pathos, the exile to the fur-posts of those engaged in taking and handling the furs.

Scattered the length and breadth of the great lone land of Canada and along the lonely coast of Labrador, at Cartwright,—Rigolet,—even to Davis Inlet, and, still again, about, on the shores of Hudson Bay, refined and intelligent Scotch, English and Canadian families live, taking charge of the lone trading posts.

Round about them there stretches the wilderness. North of Cartwright, in fact, and almost at that place itself, there is not even a tree of trunk thicker than a sapling's to comfort the eye, for one is getting beyond the tree line. Outside, about the post, in the winter nights, the wolves come and howl and the call of the wild is answered by the yelp of the Eskimo dog, who is not a dog at all, but a species of wolf.

The furs which milady wears with such consummate grace are secured by the trapper at the cost of infinite hardship. After the trapper has secured the fur, he sells it at one of the trading posts where it is stored until the ships arrive in the spring to take the stock to the great markets.

The writer visited a far northern post and had the pleasure of seeing the chest in which the furs are kept—literally a treasure trove of almost inestimable value. The most interesting fact probably, from the standpoint of The Review reader, is the very rapid advance in values. Trappers are getting more for their furs than ever before.

Two or three silver foxes are brought in a year, some of these net the trapper several hundred dollars. One year the post secured 17. Then, again, it is a long matter of selection for barter,—toilet soap and jiggers for squid, jugs and knives in leather belts all drawn on by the trapper. Down the front of the store, where the trade is consummated, there extends a heavy, oldtime counter, with ancient hanging scales at one end.

No Hudson Bay sable are obtained at this place, but marten are in the yield now. All the skins are packed inside a glove-like affair, lined with skin. This becomes a tight case after proper folding, and the fur is as in a pocket of gut. All furs, the man tells us, will fade if kept exposed to the light, and so, in addition, these packets, when filled, are kept in the tight chest, in the dark.

Weasel skins are found. These animals are white in the Winter, dark in Summer. Only a part of the skin can be used.

Some furs which a few years ago were worth but $5.00 or $6.00 up here, now will bring up to $40. All furs, in fact, are very high now, since they have become so fashionable.



DRESS GOODS and FABRICS

The Buyer's Viewpoint

Wool ratines taken in blues, tans and reds for separate coats. Ratines and crepes lead in wash lines. Bedford cord the popular cloth. Reps and rough serges in bright colors the high novelty.

Business Starts Early in Wool Fabrics

Cord weaves in first place Bedfords the popular seller—Eponges in short supply—Reps in high colors sell in expensive materials—Silk and wool crepes, poplins and cords lead for dressy wear—Purple featured in expensive weaves.

THE early Easter is starting Spring business in the retail stores in good time. In Toronto, activity began with the initial showings of the new fabrics, and the past few weeks have been busy ones in the dress goods department, and according to reports, sales show a very material advance over those of a year ago. This is accounted for, not so much by the increase in yardage as by the tendency to buy better goods, fostered as it is in the present season by trade conditions that have produced a shortage in many wanted lines. This means that, when the cheaper cloth is not available, the more expensive quality is taken, making the shortage not an unmixed evil, as it educates customers in the advantages derived from buying better grades of materials.

As predicted in The Review, cord weaves are the best sellers with Bedfords heading the list of popular cloths. Navy is the best seller in solid colors, and gray is good, and there is a feeling that purple will be called for later. Novelty effects are numerous and come in fancy stripes, mixtures and two-tones. Practically the same applies to diagonal cords, which come next to Bedfords in the popular selling scheme.

Serges still maintain their high place, and in the novelty end, rough serges and cheviots in high colors are showing, which seem to point the way for a fresh development in this fabric that promises to extend its supremacy over another period. Various pinks, Nell-rose, apricot, brilliant Oriental greens and blues, purple and wisteria shades are the leading colors in these rough fabrics.

Reps, both in wool and in silk and wool mixtures are also very much in evidence, as a high-grade novelty fabric. The majority of the high-priced suits are made of this material, and in high-class goods this fabric comes in the above-mentioned novelty colors.

Much is heard of eponge, but department store buyers seem to have been afraid to anticipate in this material and now that it is being asked for there are no supplies on the market to draw from. That is, of course, in the wool fabric and the woman who wishes an eponge suit or coat has to rely on the ready-to-wear garments.

Fabrics suitable for dresses are extra well represented, particularly in mixtures of silk and wool. Crepes lead here and are strong in both plain and brocaded patterns. Poplins and bengalines are well shown and crepon effects have some prominence. The vogue of drapery brings voiles once again to the fore and plain voiles, striped voiles, and embroidered voiles are showing in a big variety of prices and qualties.

For house dresses and for children's wear delaines have firmly established themselves in popular favor.

Brocades Lead in Silks

Retail openings feature brocades in every line—Crepe weaves in first place—Oriental patterns and high colors shown.

There have been few seasons when the display made in the silk department has been so beautiful and so varied. The showing is by no means confined to one or two materials, but in all lines the emphasis is placed on brocades. Brocades are showing in stamped plushes, and in velvet brocades on satin and repp grounds. In satins patterns range from neat small figures to large floral, tapestry and Oriental designs. Beautiful two-tone effects are seen as for example a rich turquoise blue satin patterned over with grey velvet. Such colors as purple, coque de roche, National and brass are combined with black or the new tête de negre. The pattern comes in the high color with the ground shot in the two shades, black predominating. Crepes, repps, poplins, and kindred weaves are showing in big variety and in both plain and brocaded patterns. Foulards are represented by radiums in line stripes and in Jouy printings. For trimming purposes Bulgarian and Cubist patterns in brilliant colors are big sellers. These patterns are printed on messalines, cords and Ottomans, and on Shantung silks.

Charmeuse is in high favor in expensive silks, and the brocaded charmeuses are exceptionally beautiful in design. Failles and gros-grain are coming into more prominence for dress and for trimming and foundation purposes.

The prominence of color is well shown in these opening displays for besides the street colors all the new rich Oriental colors and in pastel shades are showing.

Cotton Fabrics Featured

Ratines first in heavy materials—Crepes in light weights—An extensive showing of cotton dress materials.

Cotton dress materials are more extensively shown, especially in high priced lines than has been usual for many seasons. The place of honor is given to ratines and the range of prices is almost as extensive as the novelty range in this fabric. A very presentable cloth is shown at 35c, but the bulk of the business is being done in the better grades, $1.25 being a favorite prices as this insures a cloth that gives good service. Particularly pleasing are the many striped effects in two shades of the same color and in pin and narrow stripes of black, both on white and colored grounds. Two colored effects are also prominent with the ratine yarn thrown up on a colored background. Ratine yarns are used to ornament plain fabrics and a new departure is a brocaded fabric with the pattern in ratine on a plain ground. Matelasse patterns are also worked out in cotton yarn and are well thought of by the buyers that have been able to stock these novelties.

In suiting, fabrics welts and piques stand second only to ratine. In solid colors, ecru and tan sell first and then pink and medium shades in blue. Novelty effects come in mixed stripes. These show various cords alternating with the welt stripes. Poplins and cotton Ottomans are having an immense sale, and the cotton serges and shot whipcords are also selling.

In the lighter weaves, crepes lead. Crepe voiles and crepe neige are selling in white, ecru, and pastel tones for evening wear. The high novelty in crepes, however, are the printed patterns in Jouy and Oriental effects. These come in soft, yet high colors and each flower is outlined with black.

Borders are back again in favor and Bulgarian Persian and floral borders are all in evidence. Ratine borders are produced on every fabric in stripes and in brocaded effects. Ramie and medium weight linens are selling in all the season's shades as well as white, oyster white, natural and ecru and drawn work and embroidered borders are the feature of high grade lines.

For popular selling for house dresses simple street dresses and for childrens' wear cotton Panamas, ducks, chills and suitings come first. The colors selling are sky, cadet, navy, tan, ecru, pink, and red. Ginghams are taking the place of prints and both stripes and checks are called for.

Moved to First Floor

Rearrangement in Eaton's store, Toronto, results in dress goods department being moved from the main to the first floor.

Much interest is being taken in the removal of the dress goods department in the T. Eaton store, Toronto, from the ground to the floor above; for it brings to the front once again the oft debated question as to which is the most advantageous location. The modern idea seems to be in line with the carrying of dress materials on the second floor, particularly at the present time when the trade is demanding more expensive and higher class fabrics. It is the woman who has money to spend that is the big buyer of dress materials, for much of the trade that requires cheapness goes now to the ready to wear department.

When dress materials are carried on the second floor a better appeal can be made to the high class trade. For one thing more space can be allowed to the different sections than on the crowded ground floor. Surroundings also are more easily improved.

The one item of a carpeted department is in itself no mean advantage in attracting the right class of trade. Also there is more space for display purposes and the goods can be made more easily accessible which is an inestimable advantage in selling dress goods. All these advantages the T. Eaton department now has in its new location and in addition the department is splendidly lighted, and the windows are north, which makes the department ideal for the selling of dress fabrics. For the opening spring flowers have been lavishly used and open spaces have been banked with ferns and flowery shrubs and trees.

Each day since the opening the department has been crowded, and it has proved that when the interest is properly aroused it is easy to get customers to use both elevators and stairs to mount to the dress goods department.

Want Yardage Marked

U.S. association is agitating for legislation to compel the marking of goods according to measure or weight—The question of adulteration.

New York, March 17.

A movement is on foot in the United States, backed by the National Retail Dry Goods Association, to procure National legislation similar to the Brooks law in New York, which provides that manufacturers of various lines of dry goods must indicate on the container of their goods the exact yardage or weight. The matter has been put in the hands of Representative, Thomas W. Hardwick, of Georgia, who will introduce a measure before Congress. It is believed that the question will be dealt with at the next session of Congress.

Since no tentative bill has yet been drafted, the association is backing the Brooks law, in so far as it pertains to dry goods, with whatever modifications may be necessary to fit the requirements of a National Act. In the opinion of Secretary Pinkham, of the National Retail Dry Goods Association, such an act is as necessary to the defense of the honest manufacturers as to the protection of the retailers. He outlines his view as follows:

"The retailers lose from a half-yard to a yard on every bolt of goods that comes to them in three or four separate pieces, and it happens frequently. On expensive goods this loss runs into large figures in the course of a year, and there is need of a law that will make it unnecessary for the retailers to fight such losses by removing the cause. To get satisfaction now often costs more than to suffer whatever loss may be sustained."

THE ADULTERATION QUESTION.

The United States National Association is also working for the enactment of legislation to make it obligatory that, when it is found possible to determine the percentage of adulteration, silk goods be marked according to the amount of weighting used in the process of drying—or in other words, the extent to which it has been adulterated. It is contended again that such a matter would be equally of benefit to the honest manufacturer as to the retailer.

May Start in Montreal

B. Gimbel, of Gimbel Bros., New York, was in Montreal, the week of February 16 and inspected a number of properties in the retail business district, with the view, it is understood, of opening a branch of this famous store in the Canadian city.

A new departmental store project is being launched in Montreal. Negotiations are under way for leasing by the Associated Stores Co., the store at the corner of Mountain and St. Catherine St. West, recently vacated by the James Ogilvie Company when the latter firm moved into their big new building on the opposite corner.

While the store will be under one general management it is proposed to have each department operated by a different firm.

The system of a company obtaining a great store building and sub-letting floor space to numerous business firms, one of which will have charge of each department, the Company supplying various conveniences, is said to be absolutely new in Canada. It is intended to provide for all the small business men, who, while desiring to cater to a high-class trade, yet have not the capital to start business on one of the leading thoroughfares, and in any event find it impossible to secure a sufficiently small place to suit their requirements.

The company will provide light, heat, telephones, floorwalkers, elevator and janitor services. The building will be divided into suitable departments and these departments will be leased for periods of years, six, nine or twelve years, to suit tenants.

The basement will be leased to grocery, delicatessen and dairy stores. On the ground floor dry goods, jewellery and drug firms will establish departments The second floor will be devoted to ladies' wear, and on the third floor will be a restaurant as well as crockery and hardware departments. While no definite plans have been made for the disposition of the top storey, it is intended to devote a part of it at least to a furriers' establishment, the good light making it especially suitable for that business. The company will, according to present plans, provide public rest rooms and waiting rooms.

Arrangements are being made to obtain a second building on St. Catherine St., east of Mountain St. and other stores will be opened in Toronto, Winnipeg, and Vancouver, as well as in other cities of the Dominion.



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will do the manufacturer and this paper a great service by mentioning the "Review" when answering advertisements.

The manufacturer wants to know what prompted the enquiry, and we want him to know that his advertisement in the "Review" pays him.

READY TO WEAR GARMENTS



The Buyer's Viewpoint

Early Fall street dresses show Bulgarian touches in cut and trimming. Summer dresses in two fabrics favored. Dancing dresses in voile and lace favored. Pink the leading color.

Bright Colors and Combining of Materials

These features make up the leading mode—Reds enter into all color schemes —Trimmings all on Bulgarian order—Summer lingeries machine embroidered —Bordered stuffs high style—Bolero shown, but blouse models most favored— New three-quarter coats follow this fashion—The flat front new in corsets— Many scarfs worn.

New York, March 19.

THE return to the use of brighter colors and the combining of two materials are the outstanding features of the new modes. Red maintains a high place as a fashionable color and all the rose reds and scarlets are much used, both in millinery and for trimmings. Red also enters largely into the color scheme of the Bulgarian trimmings, both printed and embroidered. These trimmings are worked out in heavy silk cotton or wollen yarns, and are used as borderings on voile and crepe flouncings, or for band trimmings of various widths and for collars and facings. Printed voiles, crepons, eponges, shantings, messalines, and ribbed silks come in these gay-colored patterns.

These bright trimmings are very effective when used judiciously and when offset by the dark solid color of the material trimmed.

Other colors prominent are bright blues and greens on the order of gendarme, turquoise. Balkan, National, emerald and olive, strong rich violet shades such as prelate, petunia, and purple. Yellows are strong and brass is very much in evidence.

All this bright trimming color requires a dark toned or pale tinted background, and for present wear navy, gray, brown shades are used and, later, such colors as ecru, beige and banana and, of course, white will be used. For Summer wear also there will most probably come some softening of the present garish tones.

LINGERIE TO BE EMBROIDERED.

Judging from the gowns turned out for Palm Beach, and from what the stores are showing, the Summer lingerie is to be much embroidered. Embroideries are worked on all the Summer fabrics running from linen to net. Embroidered crepes and voiles are specially adaptable as they are wonderfully well adapted to the drapery effects now in vogue. Moreover, they afford the best possible background to the Oriental colors and patterns now the mode. Not only are Balkan patterns used, but the crazy quilt-like patterns and the glaring color effects of the Cubists and Futurists are pressed into service. A new mode of embroidery that is more pleasing than usual as it softens the color effect is when the pattern is worked out in a darning stitch that gives a shadow-like softness.

Bordered stuffs are high style again, and certainly are the season's favorites. Cotton crepes, voiles, ratines, linens, crashes, batistes and other fabrics are all bordered. Other soft drapable materials worn are mousseline, mesh cloth, voile neige, and snow-flake and crepe voile. Such fabrics will be made up into dainty afternoon frocks trimmed with Bohemian, Venise, shadow and other light laces. Flounces are to be used in developing these dresses, but they are not the old straight-gathered flounces, but a combination of shaped flounces, scant frillings, and intricate draped designs.

Contrasting skirts and coats are especially good

Raincoats for
Ladies and Gentlemen
Can be shipped at once

"Pullan Garment"

MADE SINCE 1902

New Coat Models
In three quarter
Cut-away Effects

The exclusive selling agency of the Pullan Garment granted where we are not already represented.

For the Merchant
Who Is Looking For "SOMETHING DIFFERENT"

You will find the Pullan showing of Novelties vastly interesting.



Anticipating a big demand for Suits, we have made up stock in the following cloths:—Bedford Cords, Whipcords, Serges, Eponge and Novelty Mixtures, priced from - - - - - - - - - $8.50 to $22.50

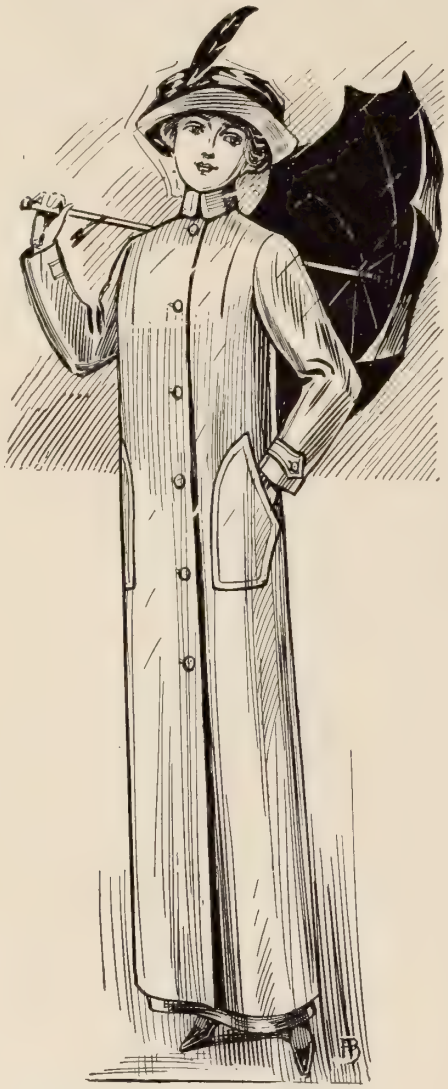
LET US HAVE YOUR OPEN ORDER—IT WILL BE FILLED AT ONCE.

M. PULLAN & SONS

An Exclusive Cloak, Suit and Skirt House.
Pullan Building, Bay and Wellington Streets, TORONTO.
Montreal Office, Lindsay Building.

and for Summer wear the eponge fabrics are good. The favored mode is a Russian blouse of colored eponge either plain or brocaded and a skirt in plain or striped eponge with a band to match the coat around the feet.

A distinct attempt is being made to introduce the bolero and, in the form now offered, there is a prospect of some success. The fashionable bolero reaches the waist in front, but is prolonged below the waist at the back into a rounded point. The skirts to wear with these boleros are either draped or have some sort of tunic arrangement. This also applies to the skirt of the dressy tailored suit, and all suits, it should be premised these days, are on the dressy order.



Featherweight, reversible silk, auto or raincoat with transparent proofing. This garment is plain on one side and a neat line stripe on the other. Made with convertible collar, strapped cuffs and patch pockets. Courtesy, Toronto Waterproof Mfg. Co., Toronto.

The new note both in suits and dresses is the blouse and there is every sign that bloused and low, wide belted models have come to stay awhile.

This bloused idea has invaded the coat line and the extremely popular ¾ coat shows the low bloused waist-line or is gathered into a band or shaped flounce at the foot. There is any quantity of taking coats shown and the materials are just as varied as the coat styles.

There is no denying that the corset points the way of future fashion changes and indicates what is to be staple in the outline of the figure. For radical innovations have to be well founded and on the high road towards becoming well established before the corset manufacturer goes to the length of making up a number of models featuring the new cut.

The call is for the natural figure models that combine the fashionable requirements with the greatest degree of comfort. By the natural figure the corsetiere means a figure that is hardly normal from the accepted feminine view for though the waist is large the hips are slender, and the back flat, and though the bust must not be raised it must be small. This figure is natural, but is more boyish than feminine.

SKIRTS ARE LONG.

The very pliable tricots have been succeeded by cloths that are firmer and less pliable combined with body is uncorseted, there never was a time when skirts were so long. This is because the unbroken line is so desirable as the drapery is too scant to conceal unsightly prominences.

There has been a tendency to cut corsets so as to give considerable development at the diaphragm. This prominence is not generally liked and the new models are so cut as to correct this defect. To do this they have a flatter cut over the abdomen and waist-line, and though it is not apparent in the figure line there is enough fit to give a firm waist-line and the top of the corset is high enough to come well under the edge of the brassiere.

As usual, it is the stout figure that is hardest to take care of, and where the flesh has to be placed somewhere, a curve at the hips is found more desirable than any rounding of the back or front.

A new model that has found great favor and which gives the desired flat shape over the diaphragm is cut with a long V-shaped front. Another model for fuller figures has a close-fitting belt brought well down over the abdomen and its top line cut away in V shape.

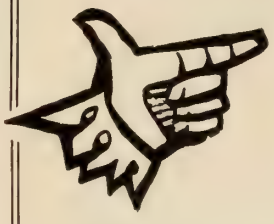
These new models make for both ease and comfort, but they also give an unbroken line from the shoulder to the knee and though there is no decided waist-line due to the bat V front the figure measures less at this point. The feature of popular-priced lines at present is the demand for low-cut models.

Manufacturers of house dresses and lounging robes have been quick to see the adaptability of the new straight-waisted and no-waisted styles to the class of dress they produce, and smartly designed gowns on the new order have been very favorably

THOUSANDS *of* DRESSES

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Every merchant in the country knows full well the possibilities of big buying and specializing. This is the secret of the values we are here presenting to the trade. We make nothing, but $3.75 and $5.00 dresses, and buy our goods in immense quantities, thus giving values that are most extraordinary.

Values never before equalled in the Canadian ready-to-wear trade

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8 STYLES TO SELECT FROM

Immediate Delivery—Net 30 Days

1500 BEDFORD CORD DRESSES

Pretty fashionable styles, nicely made and in the most fetching shades—for immediate delivery—net 30 days to only one store in a town or city **$3.75**

3 DIFFERENT STYLES

We sell to **only one store in any town or city** and in lots of not less than **50 garments assorted.** Open orders are personally selected and **satisfaction is absolutely guaranteed.** If shipment is not up to expectation, send it back.

Entrust us with a sample order of fifty dresses. Write to-day.

AMERICAN DRESS CO.

56 BAY STREET **TORONTO**

received. A house dress is made of grey cotton crepe, piped with pink. It is cut perfectly straight-fitting and with the waist reaching to the hip where the skirt is piped on with a heavy cording of pink. The sleeves are kimona and the waist is cut down in V shape at the neck and there are laid-on cuffs and collar of the pink as a finish.

Oriental fashions have brought scarfs into the limelight again, and many novelties are appearing. Among these novelties are fluffy scarfs of shaded chiffon, pale gray shading off to deep taupe, orange, shading to pale yellow, old blue, running out to bluish white, and shell pink, running into mauve. These scarfs are gauged so as to form a cape at the back and have long ends in front. The shirrings have inch-wide ruche beadings and are three inches apart, but are drawn together at the back and over the shoulders to form the cape effect, and there is a rippling frill of chiffon all round. These scarfs are also worn over the head, the ruchings being adjusted so as to form a hood.

Metal-printed scarfs and scarfs printed in the new gay colors are showing in great variety, also scarfs spangled and beaded in gold crystal and colors. A new use for the chiffon scarf is to be used as a sash going around the waist, crossing and tying low down on the hip.

Blouses Cut on Simple Lines

Crepes lead—Plain and brocaded in silk and plain and printed in cotton—Lingeries show the shirt front.

It matters not what material is used, the style is identical in the blouse field. The cut is simple and semi-tailored and there is a yoke either passing over the back or just covering the shoulder into which the material is either tucked or fulled. Many models are cut with the dropped shoulder and one and all they blouse more at the waist.

Crepe de chine and sheer cotton crepes, either plain or the silk material brocaded and the cotton fabric printed are high style. Morie collars are the latest New York touch. They are softly rolling and give a more or less modified V in front. The cord and tassel finish is new, but ribbon bows in contrasting color are also used.

Brocaded crepes have the neck cut low and are finished with frills of pleated net or shadow lace. The sleeves are either ¾ or tight and full length and also finished with the lace or net frill.

In spite of their long vogue the chiffon waist is still a big seller and are made on the same lines as described above only, of course, there is an added lining of Japanese silk of net.

Lingerie waists show that tucks are back again. Many waists are made with a shirt front of tucks inserted, but there are many models that while fulfilling the tailored idea are prettily trimmed with lace. For instance one of sheer batiste had the collar that was cut square at the back and with revers in front edged with narrow Venise lace which was again edged with a narrow Valenciennes scantily ruffled.



Russian blouse model in navy serge. The over-collar and ties, the point of the sash, a piping above the deep tuck on the skirt are of brilliant colored Bulgarian pattern silk. Shown by Ladies' Novelty Co.

Two lines of insertion to match also edged with the ruffles decorated the front alternating with groups of tucks to the bust line. There was a yoke at the back with a group of tucks across, and tucks in groups trimmed the back.

Trade Allens Mark
MADE IN CANADA

Allen's waists make a silent appeal to the woman of refined tendencies

With the advent of Spring comes the desire for new apparel. It is in every woman's thoughts these days. This desire can very readily be turned into a sale for you if you show an exclusive range of Spring waists selected from the Allen line of novelties. This desire means dollars to your ready-to-wear department, so let us sort up your stock with a few half dozens of our best sellers.

Out With Flannellettes For Fall

Our representatives are now showing a complete and most comprehensive range of Flannelette garments for Fall—styles and values that will strike you when you see them. Don't miss seeing the full assortment at your earliest convenience.



ALLEN MANUFACTURING CO., Limited

105 Simcoe St. Long Distance Phone ADELAIDE 966 **Toronto**

Eaton's Pageant of Formal Spring Styles



Display setting for the promenade of mannequins, showing the beautiful Japanese pagoda banked with wistaria and cherry blossoms. Singing canaries were invisible in the foliage. The lighting featured old English lanterns and ball lamps suspended at the corners and throughout the setting.

This formal scene on the third floor extended diagonally across the ready to wear department in a long promenade lined with palms and ferns and hundreds of seats for customers. The models posed on this platform, as seen in the illustration are passed up and down the suggested boulevard, before the interested spectators. Fully twenty mannequins took part in the Easter parade and the collection of imported fashions in both women's and children's ready to wear and millinery made a splendid pageant.



Park scene in the grand display showing "The bodies in the Park." This setting was arranged in the Queen St. section on the same floor. Courtesy, T. Eaton Co., Toronto, display manager, A. E. Apted.

Patrician Garments

The Garments with Satisfaction in every Stitch and Style in every Line.

IF you are in need of new novelties in Coats and Suits send us your open order.

We have the cloths in stock and are in a position to deliver in 15 days.

Open orders are carefully selected.

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The Patrician Cloak & Suit Co.

Samuels Bldg., King and Spadina

TORONTO

Trade Patrician Garments Mark

Early Fall Dresses Show Balkan Influence

Russian blouse styles made up in lingerie flouncings the new idea in lingeries —All lace dresses beginning to be shown.

THE great success achieved with dresses is leading to an early showing of what are termed Fall models. These models embody the ideas of the moment and as the manufacturer has the materials on hand they are being used as late novelties for this season's selling. Street dresses of serge in navy, cadet, tan and brown, show variations of the Russian and Balkan blouse idea. The blouse feature is often simulated by the clever placing of a deep tuck. Sometimes this tuck goes around the back and sides, giving the suggestion of drapery effect in front that is now so much liked. Other models give the bolero suggestion and one and all are trimmed with the new Bulgarian silks. Girdle and sash effects are good, and the sash tied on the hip and encircling the waist is also used.

The combining of eponge with crepe or voile in the form of coat dresses is new. The coat has a cutaway jacket effect and the skirt is of the crepe or voile and has a wide band of the eponge at the foot which is often drawn into the band across the back. Generally the sides of the band are broken and trimmed with pearl or crystal buttons.

Batiste voile and crepe embroidery flouncings are being made up in Russian blouse and Russian tunic style. As a rule the skirt that shows below is trimmed with bands of Venise or linen lace. The voiles and crepes with colored embroideries are made up in this style.

Dressy models intended for Summer dances are made in flounced and draped effects, and these are very much trimmed with lace. All lace dresses made of light lace flouncings are beginning to be shown. Lace and voile is much used and rose is the leading color.

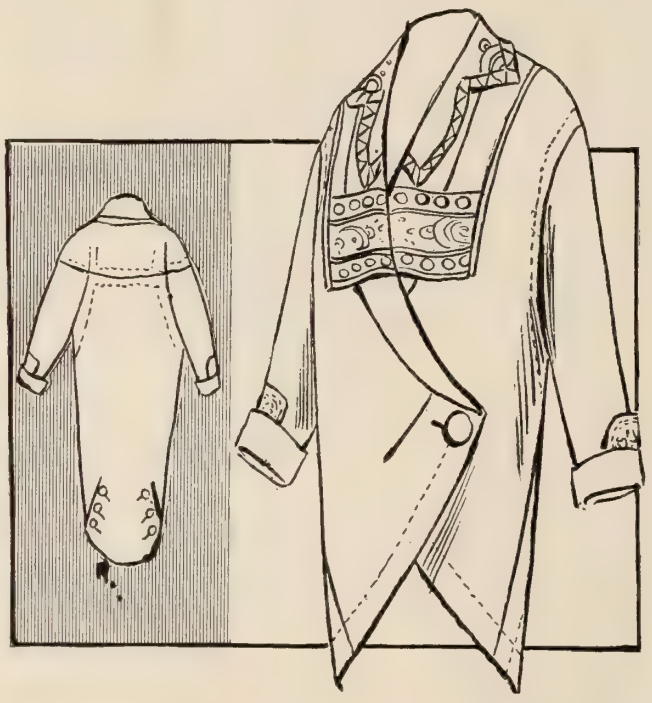
Novelties in Separate Coats

High priced models around 36 in. appearing—The trade taking sports coats in quantity—Many are cut away.

Many novelties in separate coats are making there appearance, and some of them are very much shorter than the ¾ and ⅞ coats. These are high grade models and their use will be pretty well confined to the city trade. As many of these are cutaway, the front is decidedly shorter than the back, but wraps are appearing that are as short as 36 inches. Wraps of this class are developed in eponge, white Bedford cord, wool brocades, cord and brocaded silks. Many of them are cut with a shaped band or flounce into which the body of the coat is put with tucks or shirrings. Also the sleeve is cut in one with the back or is in the straight kimona style.

As the season advances it becomes evident that

(Continued on Page 28.)



Shorter length separate coats are appearing. This coat is of ribbed silk with collar and trimming, touch on sleeves embroidered in Balkan colors.

COATS W-W SUITS

Style Magnetizes Value Sells

W-W Suits and Coats have a style which attracts the best trade and a value that is self-evident and which clinches a sale every time. Our range for Spring and Summer is proving successful beyond our greatest expectation. It will pay you to look it over now. Let us send you a few lines on approval.



758 - - - $15.00
Made in fine quality Whipcord or Bedford Cord, in leading shades.

Wilson-Waldman Costume Co.

58 FRONT STREET WEST, TORONTO



Waist of filet lace with medici collar. Sash of Scotch plaid silk tied low on the hip. This is the newest sash effect.

Dress of plain and embroidered linen. The embroidery worked in heavy blind work and dots. The waist shows a new form of blouse, belted and with points below the waist back and front.

Balkan blouse suit developed in striped cotton Bedford. The opening at the front discloses a blouse of printed crepe.

Novel bloused coat to be completed with contrasting skirt. The sash and collar are of Jouy printed silk, and the jabot of pleated net.

FAIRSEX

Twenty Five Years of Children's Coat Making

The orders we are now receiving through our travelers for next Fall are convincing us that the merits of Fairsex Garments are fully appreciated by our patrons.

You cannot afford to place your order before seeing the Fairsex Garments.

Let us show you our range through our travelers or at our showrooms.

To ensure early delivery kindly assist us by placing your orders as early as you possibly can.

HUTNER CLOAK CO.
Specialists in Infants', Misses' and Children's Costs
52-56 SPADINA AVE. TORONTO

THE OCEAN BATHING SUIT CO.
29-35 WEST HOUSTON STREET
NEW YORK

Manufacturers of

Ladies', Misses', Men's and Boys'

BATHING SUITS
AND SUPPLIES

Lingerie Frock Developed

Both coloring and patterns are distinctly Oriental—Ecru coming into more favor.

The fashionable lingerie frock for the Summer season will be made chiefly of embroidery. This applies to the simple dress of linen and to the afternoon and dancing frocks of crepe or voile or the sheerest batiste. The embroideries of the moment are all worked in high colors, and the designs are distinctly Oriental with the bright Balkan colorings in first place. The ground colors are white and ecru, and some of the most pleasing patterns show the bright colors softened into a shadowed effect by the use of darning like stitches. Border effects predominate and batistes, lawns, cotton crepes and voiles all show blendings of heavy blind work novelty laces and ratine patterns. Voile negre or snowflake voile has established itself in favor and will be much used embroidered to develop into dainty afternoon and dancing frocks.

Embroidery flouncings will be used to develop the new flounced dresses, dresses that are made with shaped or scant gatherings into intricate effects due to the addition of embroideries cut into shaped motifs according to the invention of the designer.

The Russian tunic is also developed in embroidery, both the blouse and the peplum. Tunics are open in front or split up at the sides making designs to which embroidery flouncings can be easily applied. Embroidered materials are also worked into draped skirts. Many of these skirts and also the Russian tunics fall away to show a skirt richly trimmed with Venise or linen laces.

Novelties in Separate Coats

(Continued from Page 24.)

the business in sports coats is to be of large proportions.

Blazers in college colors, and in other stripes are selling in llama cloth, flannel, and cotton eponge. Norfolks are made in all these materials and fancy and shepherd's checks are as strong as stripes.

Solid colors, such as reds, bright blues, hunter's green and tan are made with collar cuffs belt and pocket flaps of white or contrasting color.

New Models in Suits

Best sellers are cutaway blouse and peplum coats — Russian blouse models in combination good in summer fabrics.

Imported suits are developed in reps and ratines and the color list is extended to include Copenhagen, Balkan and other bright blues, mustard, tan and various shades of brown, and a few high rose shades and purple.

Bedford cord in all these colors and for popular selling in black and white and two-tone greys, tans and browns are included.

Manufacturers of separate skirts are much interested in the progress of the fashion of wearing a coat of one color with a skirt in contrast as they believe this fashion will tend to increase the sale of the separate skirt. Manufacturers who specialize on skirts have no complaint to make as to size and number of orders for a smartly cut separate skirt is an article of necessity in every wardrobe. There is little difference in style between the separate skirt and the suit skirt.

In the cheaper numbers a few pleats are introduced, but they are pressed flat and do not increase the effect of width at the feet. Higher priced skirts and the skirts that complete the expensive suit all show drapery suggestions. There is little real fullness, and all that is done is to break the line. Moreover the present tendency is to place the drapery higher so as to break the line at the hips following the suggestion of the barrel figure. When there is only a suggestion of this effect this design has attractive lines, but it is difficult to suppose that any model that is a little on the extreme in this respect could achieve success.

M M

Announcement

We beg to announce that we are manufacturers of novelty waists, specializing silks and chiffons. We are confident that our line will not only interest you, but prove to be profitable sellers.

We trust that you will find it convenient to give us a call next time you are in the city, or we will be pleased to send a few samples at your request.

Meyer Manufacturing Co.

Designers and Makers of Novelty Waists

Samuels Building, Cor. King and Spadina, TORONTO

Phone Adelaide 3518

M M

WE frequently have requests from Merchants asking if they can secure cuts shown in the Editorial section of "The Review."

These cuts can be secured at less than actual cost if applied for immediately after each issue to

Engraving Dept.
DRY GOODS REVIEW
Toronto

Clayson GARMENTS TORONTO

The
Clayson Co.
Limited

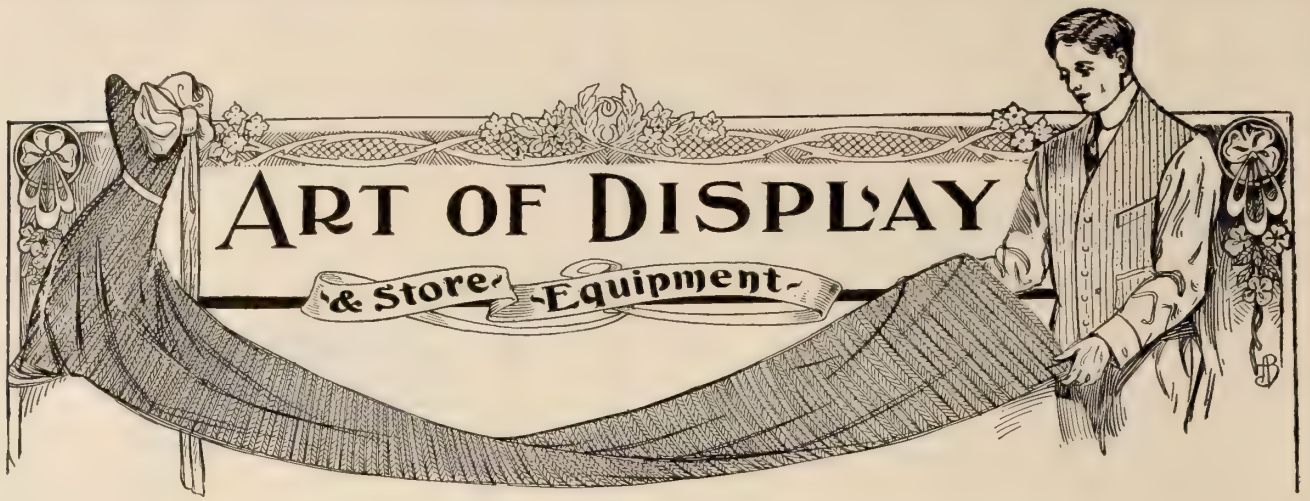
Manufacturers of an exclusive high grade range of women's, misses' and junior girls' dresses and skirts.

New York styles, the best Canadian workmanship and garments that fit and hang well.

Compare our values with the best and be convinced. Travellers are now showing Fall models.

280 College Street
TORONTO

The "Review" is the Official Organ of the C.W.T.A. and Canadian representative of the N.A.W.T. of America.



Displays for Housefurnishing Campaign

**The display manager's part in creating a big demand for housefurnishings—
Suggestions for the proper showing of carpets, rugs, curtains and linoleums—
Obtaining the maximum of results.**

WHATEVER the first decisions regarding early Easter business, display managers are holding their openings and Easter showings to schedule. Whether sales are ahead of the record of a corresponding time last year depends on the success of early showings and the weather. Decorators, who have made the strongest appeal in the history of their store are satisfied that, although the season commenced unusually early, departments are away to a good start. The climatic conditions have a great deal to do with the situation, but that any money is lost by either milliners or merchants is not evident.

The amount of turnover, done up till Easter last year could hardly be expected this year. Compared with the general conditions on previous Easters, the results show an increase. On all sides the reports of response to the windows and interior decorations and Easter publicity are satisfactory. Sales depend largely on the displays as they designate the change of the season and the attractiveness of the merchandise.

One thing is certain now that departments are presented. Arrangements for an active after-Easter sales-campaign will benefit merchants, who take advantage of it to surpass former records. Sales in the novelty sections have started earlier. The proper atmosphere for Spring business is already created. Therefore, sales from Easter until May 24 are directly responsible to the display manager.

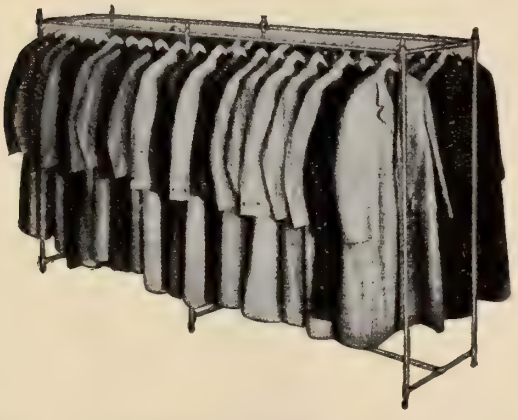
The plan of the campaign is usually decided by the size of the stocks in important departments and the investment represented. April is the month for record home furnishings business as this is the house cleaning season. There are other reasons for this plan. The change is direct from one season to another. With the upheaval of Spring cleaning, home furnishings look worse than at any other time of the year. Fully a week is available this season to prepare for the event on a large scale. This gives plenty of time to recover from the holiday rush and have everything ready to open the April sale either on the last Saturday of March or the Monday following. In any case, plans of display can be promoted with more success. At the same time, if stocks or assortments require more space or extra time, changes can be alloted without losses to any other section. This means more work and clever ideas to keep up interest.

In carpets and housefurnishings the number of departments and sub-sections which suggest new window groupings are growing. Best selling results come from showing this merchandise in its proper environment. The same idea solves the problem of correct layout of properly displayed goods. These classes divide by price or quality in rugs or carpets. Color defines the scheme for each room and the matched effects in the windows. The advertising plan helps decide the display scheme. Elaborate settings are followed by sale windows, which represent the leaders for different inter-sections. A glance through stock reveals a wealth of ideas to refurnish or renew the home. Suitable display facilities range all the way from period work to simple arrangements for the model house and modern conditions.

Latest influences assist display managers to make the best window attractions. The host of suggestions, which are offered by the carpet manager, com-



A Clothing Store Equipped with Taylor-made Double-Bar, Polished Steel Tube Racks



Made of Polished Steel Tubing. No Paint, no rust, no tools or trouble to set up.

Shipped K.D., crated, ball socket rollers.

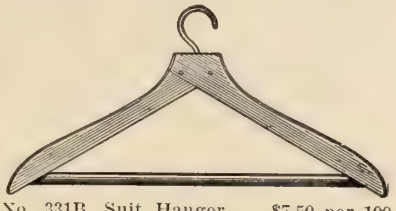
6 feet long, 6 post	$10.50
8 feet long, 6 post	11.50
10 feet long, 6 post	12.50

Made of Oxidized Steel Tubing:

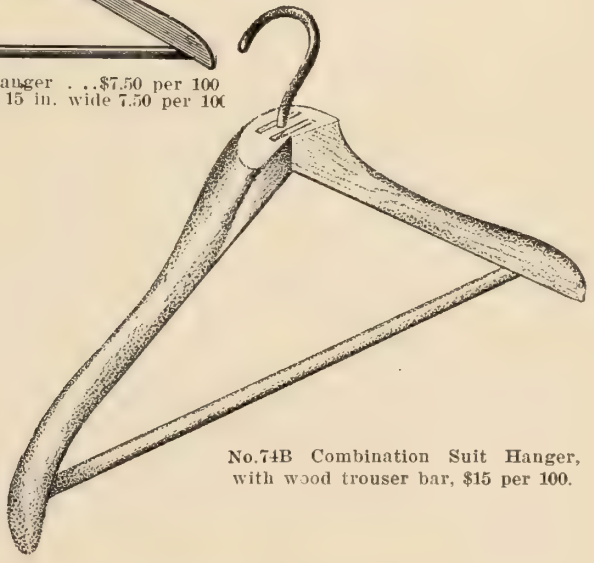
6 feet long, 6 post	$13.00
8 feet long, 6 post	14.00
10 feet long, 6 post	15.00

Suit Racks, 5 feet high, 26 in. wide.

Overcoat and Ladies' Garments, 6 feet high.



No. 331B. Suit Hanger . . .$7.50 per 100
No. 33 B. Boys', 15 in. wide 7.50 per 100



No.74B Combination Suit Hanger, with wood trouser bar, $15 per 100.

TAYLOR MANUFACTURING CO.

HAMILTON, -:- -:- -:- CANADA

Mail Orders Promptly Filled

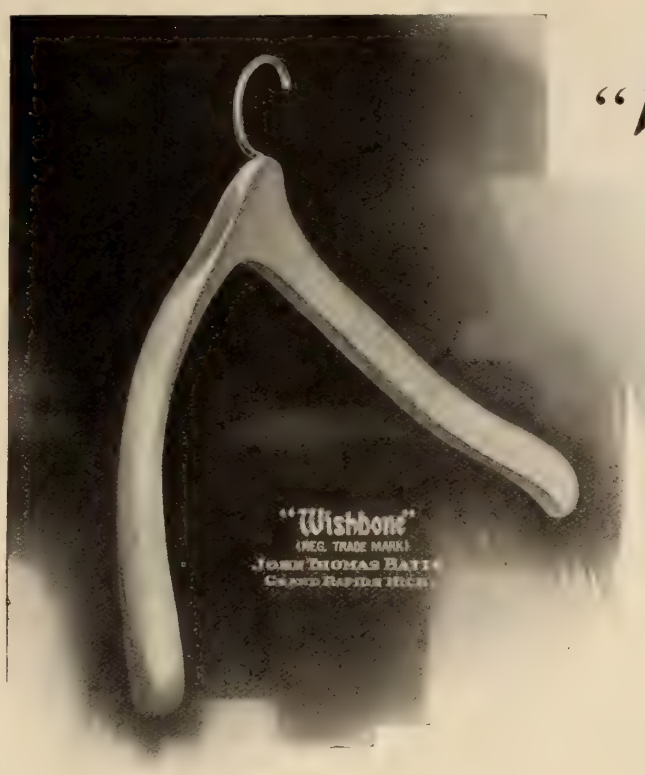


Grouping for case interior or window setting, showing style suggestions for evening wear. Accessory novelties are arranged on centre plateau. Each full form is draped to the season's fashion and style outlines. The early Victorian or pannier on the left, and the overdress on the right are matched in perfect detail to bring out the colors and corresponding trimmings. Fixtures balance the display besides adding to the richness of the setting. A smart millinery model completes the ensemble. For Strawbridge & Clothier, by Jerome A. Koerber.

bined with the ingenuity of the display section to bring out new but homelike designs, are innumerable. Co-operation by salespeople in the different sub-departments is limited only by the size of their stock. A free hand is given because heads and salespeople are going to be busy for six weeks and are anxious to make the most of the event. Enthusiasm aroused is engendered by actual suggestions, which a clever decorator can carry out with stocks on hand. And if these designs convey the decorative hints of those in charge, sales enthusiasm is on the increase. It is more so if the windows carry out practical plans, which are submitted to customers for their approval.

The windows divide as follows:—Carpets and borders, rugs, Oriental, Axminsters, Wiltons or other qualities or color, tans, browns, greens, blues or reds. Corresponding hangings for different rooms of the house with fittings to match these schemes are included. Displaying these goods is not hard because the lines themselves do not afford much manipulation. There are a few rules which are observed: When a carpet is mitered without cutting, the pile should be away from the perspective to get the right result of quality. Carpets reversed in the full piece look better if the size of the rolls are uniform. Although heavier work is entailed full pieces from stock appear fresher than lengths on blocks because the pile and design are shown from a perfect sample of the carpet.

The relieving draperies, rugs, screens, fixtures and accessories are carefully chosen. Any units of decorative treatment are perfect in combination on modern work done by the contract department. These comprise window arch wall and furniture to match designs in each instance.



The "Wishbone" Hanger

Patented by
John Thomas Batts

Sole Canadian Agents
and Licensees:
Jones Bros. & Co., Ltd.
Toronto, Can.

The "Wishbone" Hanger

Absolutely the best made, being the only Garment Hanger that absolutely conforms to the human shape.

No Wrinkles **No Broken Collars**
No Bushelling **No Extra Pressing**

Increased Sales **Increased Profits**
Satisfied Customers



No. 1—91 Men's, without Pant Holder, Per 100 - - **$23.00**

No. 1—91-3 Men's with Pant Holder, Per 100 - - **$25.00**

F.O.B. Toronto
Packed 100 in Box



If you have never used the "*Wishbone*" send 25c. for sample.

Jones Bros. & Co., Limited

STORE FITTERS TORONTO, ONT.



Will These New Fronts Bring in More Business Than Newspaper Advertising?
This Merchant Believes So.

With KAWNEER Store Fronts

He's Now Ready for Big Business

Here's a Merchant that took his 1913 newspaper advertising appropriation and bought new KAWNEER STORE FRONTS. Will it pay? Will he make a good interest on his investment? Will the expenditure bring home as much actual profit as the same amount of money applied to newspaper advertising? These questions were decided by him before the change was made. What do you think about it—has he misapplied his money?

Keep Your Windows Working

Push Every Line Every Day

Don't be afraid of giving your show windows too much attention—they are pumping the very life-blood of your whole business. Take an abstract example—let any man, woman or child be consciously or unconsciously in the market for a new gown, a pair of shoes, an overcoat or anything in fact. Turn this buyer loose on a business street in your home town. Which store will get the business—which store will make the profit? Seventy-five times out of one hundred it is the Merchant with the attractive Store Front—the inviting windows.

Look at this from the position of an ordinary buyer—isn't it natural to spend your money with the Merchant whom you believe to be giving most in return? Don't you unconsciously stop to study attractive, trade-pulling windows?

With the most crude window display efforts you can trace a certain number of sales—then isn't it reasonable to base your conclusions on a practical proportion?

The New Departure Store Fronts

To handle a proposition of any consequence, it is necessary to specialize—it's necessary to apply the knowledge derived from past experience in that line to the actual requirements in order to attain the desired results. And so it has been with us in Store Fronts.

About eight years ago a practicing Architect, Mr. F. J. Plym (now President of the KAWNEER MANUFACTURING CO.), realized the inefficiency and inadequateness of Store Fronts at that time—they had shown no development for practically fifty years. Merchants all over the country were crying for new Store Front ideas—for something that would Pull Business. Builders were looking for some new idea in Store Front construction that would insure permanency and safety.

KAWNEER was conceived under those conditions. It came as an entirely new departure and from the first was met with much enthusiasm.

Frankly, we admit that at first a few Merchants looked upon KAWNEER with more or less skepticism—was too different from the old ideas. They required proofs and we produced them—produced them by the actual installation of thousands of Fronts all over the country.

Now you may go into almost any town or city in the United States and find KAWNEER FRONTS—standing there as representatives of this new era.

And all this in less than eight years.

He Commercializes the Front of His Store

It is fair to presume that you, along with the multitude of other Merchants, have had your troubles with steam and frost on your show windows. Probably there isn't

HE INST

Kawn
STORE

Now He Sho
Line EVE

Kawneer Man

Francis J. Ply

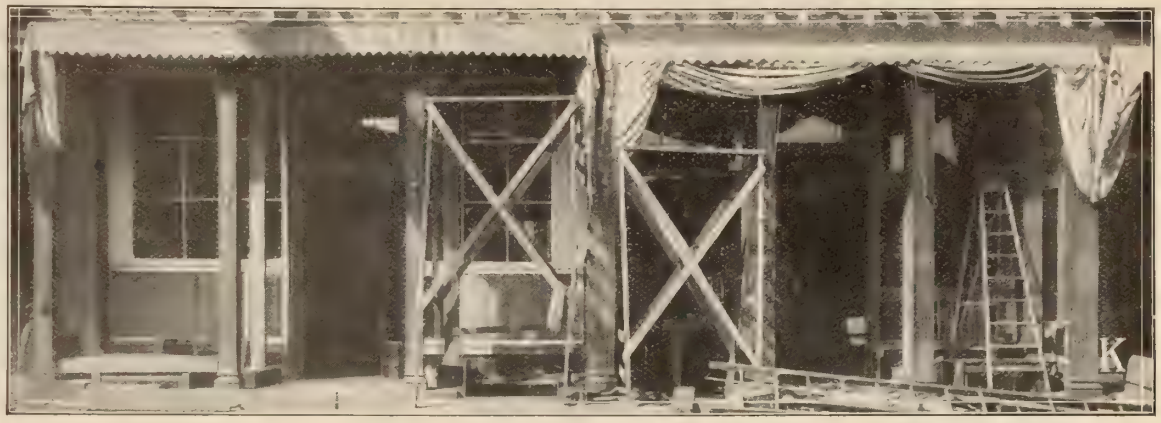
87 Duchess Street

Kawn
STORE

TALLED

neer
FRONTS

ows EVERY
ERY Day



The First Step to Bigger Business.

a more troublesome and expensive thing in your whole business. It is of little benefit to neatly dress your windows only to have your efforts hidden by frost or sweat on the glass.

Without a doubt you've experimented—you've spent a lot of time and money trying to solve the problem. What success? We have too, but by making a business out of it—by going into the subject thoroughly have been able to place on the market a system that is far in advance of anything ever offered. Nothing particularly new, though—simply the scientific application of the old, time-tried theory of admitting cool, dry air into the show windows and causing it to circulate along the inner surface of the glass—right where it's effective.

Our proof of success is our long list of successful Fronts.

A Permanent Store Front

Have you ever figured how much you have paid out during your retail career for repairs, paint and incidentals on your Store Front? If not, just make a review of that and the total will astonish you. See how much money you could have kept in your pocket if this expense had been eliminated.

To interest you it is only necessary for us to say that KAWNEER is permanent—made of either solid copper, brass, bronze or aluminum and the mouldings interlock, making them water-tight. KAWNEER is a complete Front from sidewalk to I-beam—not simply a corner and division bar. KAWNEER mouldings are cold-rolled and drawn—we use only heavy gauge metals. For example, the face-pieces of all glass-bearing members are made of No. 16 B. & S. gauge metal. One square foot of this metal weighs 35 ounces—almost three times as heavy as the metal your local tinner uses on cornice and other work of that nature.

We could use lighter-gauge metal and save a great deal, but as long as we started out to make a **different** Front—as long as we originated this new idea, we're going to hold fast to our initial ideas. We're going to make a Store Front that is permanent and efficient. KAWNEER has proven its practicability and we don't intend to cheapen it and affect the vital elements.

Book of Information

Boosting Business No. 21

There are many points about Store Fronts that you are vitally interested in—points that are not clear, points that have been figured out only by specialists, so we have compiled a book, "Boosting Business No. 21," which contains the information you need to decide on the Front for your Store. "Boosting Business No. 21" shows photographs of many of the finest big and little Fronts in the country—Fronts for all kinds of businesses.

We will give you suggestions that will interest you. Bear in mind, however, that you must build your new Front around **your** conditions—make it **individual**—to produce big results. To find out what you need just fill in this coupon and send it in.

COUPON.

KAWNEER MFG. CO.,
87 Duchess Street, Toronto.

Kindly send "Boosting Business No. 21" without obligation to me.

Name .....

Street No. .....

City .....

ufacturing Co.

m, *President*

- - **Toronto**

neer
FRONTS



Opening windows, showing original drapes in a series of dress goods displays. Chiffon accordion velvet and wool velvet chinchilla are grouped with millinery and suitable trimmings to match. This background is effective as a semi-permanent design. Courtesy T. Eaton Co., Winnipeg. N. W. Bradley, display manager.

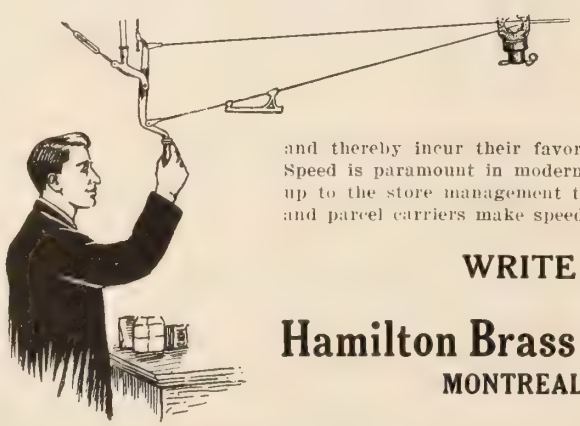
On a merchandising plan the decorator helps to finish April sales and all short or odd lengths of carpets up to 20 yards together. Bargain windows in an aggressive campaign contain one price carpets, or one price rugs in any quality, Brussels or Balmoral tapestries are preferred as leaders at quantity quotations, advertised at 69c, 79c, 98c a yard or similar prices. Rugs from $12.95 and up to $25 are good window lines. These may comprise some introductory value lengths which a cut would improve or odd rugs of questionable pattern. One of the strongest windows of the series is an accumulation of short lengths ticketed with former, present and total price of each. The size of the room the pieces will fit is designated. One of the advantages of this display is to interest customers in better goods and show by contrast the necessity for refurnishing. Some great values in sample ends or rugs have the same effect.

Lace curtains are easy to handle and arrange. No plan is quite so effective as color in the background or in the units of the trim. Blue, nile, pink or yellow combine and T stands are suitable to feature Arab or white curtains or many of the bungalow nets or Madrases found in the department. One or two background settings of lambrequins or sash designs show the goods and curtains in use.

As corresponding windows, draperies and hangings with cedar and cretonne covered bedroom boxes, boudoir, and sewing furniture and upholstered pieces are good grouping. These designs are made up so that the price of the room furnished complete can be quoted. The upholstering department is pushed to suggest the field for cosiness in many homes, and the scope of the work done by those in charge of this section.

Shades, verandah furniture, hangings, matting and rugs and the findings of the different rooms are interspersed in the many trims. The time is early to give these goods more than passing attention. Space is required for wanted goods and the second home-furnishing event of the season gives prominence to goods of a Summery nature. Brass goods, beds and bedding pay for the space used in April.

April linoleum sales are calculated to make quick returns. The energy behind the event, cannot be improved by the windows except for the value which the display has with the public to inform them the sale is in progress. About the only way to show these goods is to block 2 x 2 yards or other saleable



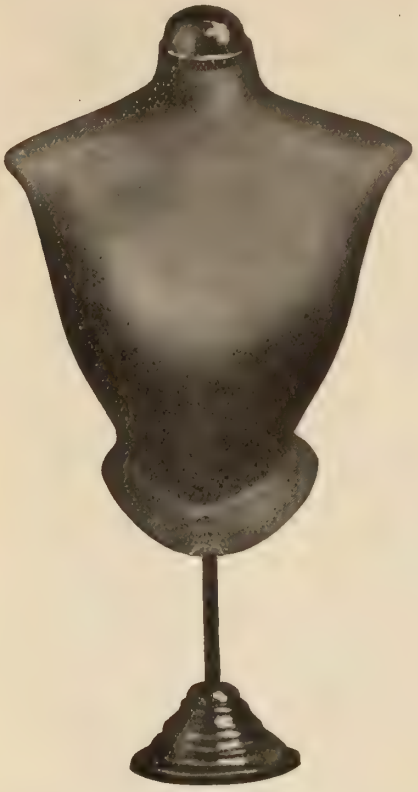
Serve Your Customers With Dispatch

and thereby incur their favor, for is it not the twentieth century nature to be in a hurry. Speed is paramount in modern store service. When customers have made their selections it is up to the store management to let them away as quickly as they desire. The "Perfect" cash and parcel carriers make speedy store service an accomplished fact.

WRITE FOR FULL PARTICULARS

Hamilton Brass Mfg. Co., Limited, Hamilton, Ont.

MONTREAL OFFICE: 327 CRAIG STREET WEST



Blouse Form, Style No. 16

(See Page 27 Catalog)

Multiply your sales this season by the use of good display forms—the D. & P.

What a wonderful difference there is in the tone of a display when forms of correct style and poor unsightly forms are used. The difference in dollars and cents is at once apparent, for the garments look a full hundred per cent. better, which assuredly means increased sales.

No. 2 Suit and Costume form is made of the highest grade mineral wax, with human hair, glass eyes and real teeth, has jointed arms, and wax hands.

No. 16 Blouse Form—latest style, covered with jersey cloth, heavy metal base, any finish.

Send for our handsome illustrated catalog with price list.

Manufactured By

DALE & PEARSALL

MANUFACTURERS OF HIGH CLASS FIXTURES ETC.

106 FRONT ST., E. TORONTO



Wax Form Style No. 2

(See Page 9 Catalog)



387X

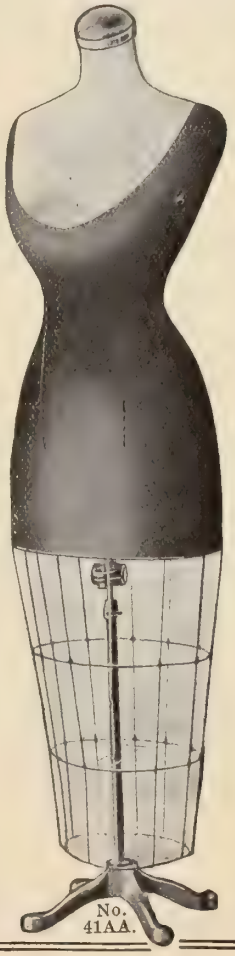
The Economy Circular Rack

No. 387X, Oxidized Copper, $10.50.
Black Enamel, $9.00.
(Both prices include Card Holder).

The Care and Display of Ready-to-Wears

are most important in conducting a ready-to-wear department. Suits, coats and dresses must be properly arranged in stock to faciltate quick service and to keep them in the best possible condition. The circular rack here shown revolves readily and enables the merchant to keep a stock of 45 garments always ready to be shown easily. For displaying these goods either in the window or department this No. 41AA **Tilting Form** is unequalled—conforming to the latest dictates of fashion—**can be tilted to any angle.**

No. 41 AA, as cut $7.50
Same as No. 41 AA, without flesh colored bust.... $6.75
Same as No. 41 AA, without tilting device..... $5.75
Sizes 32 to 40.



Large Variety Millinery Stands

A. S. RICHARDSON & CO.

Oldest and Best Manufacturers of Wax Figures and Display Forms in Canada

Showroom—99 ONTARIO STREET
Factory —101 " "

TORONTO



Spring interior display held by the T. Eaton Co., Winnipeg. A realistic arrangement of ready-to-wear apparel and millinery, with a profusion of decorative effects. This parklike scene contained brooks, waterfall, rustic paths and seats, Summer houses and an aviary of 100 singing canaries.

lengths and fill the window. Bathroom or kitchen requisites, coacoa metal and rubber mats and matting assemble well in such a trim. Windows and advertising are boosted by store signs. An effective sign is made by cutting squares of oilcloth about a foot each way and have the cardwriter label them as a store directory to the linoleum section. Every piece of oilcloth on view is neatly ticketed with the price per square yard.

April housecleaning means an overturning of the carpets and home decoration departments. Goods do not sell on the shelves. Price is another attraction and the leader values, which have been procured to make the semi-annual event memorable are kept forward. An upheaval of values seems to take place. Carpet business reaches the highest monthly sales in April and in making these sales price is confined to the advertising and clearing leaders. Main attractions of the event are in the newness of the merchandise and the necessity for renovating.

Enter in Display Contests

Millinery and Easter openings are the next opportunity to show the ability of display managers in handling their departments. Each store makes premier efforts to show new styles and to place the store foremost as a leading emporium. Many of the windows and settings of interior display are second to none in the art of decorating. Display managers are proud of their efforts and success. They have adopted the best methods which study and experience have taught them.

Other trimmers are not so fortunate and are working against odds. They do not feel they are getting the best results from either their ability or appropriations. Their location and chance for comparison does not enable them to do as well as they wish. They are interested in what other display managers are doing so as to improve their work.

Every display manager is anxious to help the craft. They may not all be professional trimmers, but the ideas embodied in their work may prove a suggestion and help to other decorators. This year there is a double incentive.

All trimmers should enter their displays in the contest of The Canadian Window Trimmer's Association. The classes are widely diversified so that everyone has an equal chance. Besides conveying ideas to other trimmers the opportunity of helping

men with real artistic ability is important. Sometimes these men are doing splendid work and feel overawed by the displays of other decorators, whom they think have many advantages. Their modesty is a barrier to advancement in keeping with their work.

The interest of the trade and the development of window trimming depends greatly on this interchange of ideas through photographs. And other trimmers are glad to know of the success of their fellow workers.

Every trimmer is asked to send in examples of his work, either for reproduction in Dry Goods Review or the annual competition of the C.W.T.A.

Telephone as a Business Getter

Toronto, Ont.—H. W. Bell & Co., 555-7 Bloor St. West, are not to be counted among merchants who consider the telephone a poor medium for the securing of business. They are making an aggressive effort to get people into the custom of calling up the store and ordering goods when they need them.

The following circular letter has been sent to customers:

Toronto, February 25th, 1913

Dear Madam,

Our Telephone Service is for your convenience. We have put an experienced clerk in charge of 'Phone and Mail Orders. Your orders will be promptly attended to. We will submit a first or second choice of goods for your approval. Your parcels will be delivered at any time of the day.

We carry a first class and well selected stock of Dry Goods. We are specializing just now on

Laces, Embroideries and Summer Dress Fabrics.

We will be pleased to have you call.

Yours respectfully,

W. H. BALL & COMPANY

The results have been very satisfactory in every way.

Orillia, Ont.—A. S. Rennie, who has had charge of the dress goods department of the Northway Co., here, left the first of the week for Tilsonburg where he has accepted the position as manager of the N.A. Hewer dry goods store.



Spring Opening Window, showing elaborate portico and Grecian marble effect, with foliage, for the pageant of Spring styles in millinery and ready-to-wear. Courtesy T. Eaton Co., Toronto, by A. E. Apted.



Novelties for Fall and Mid-Seasons

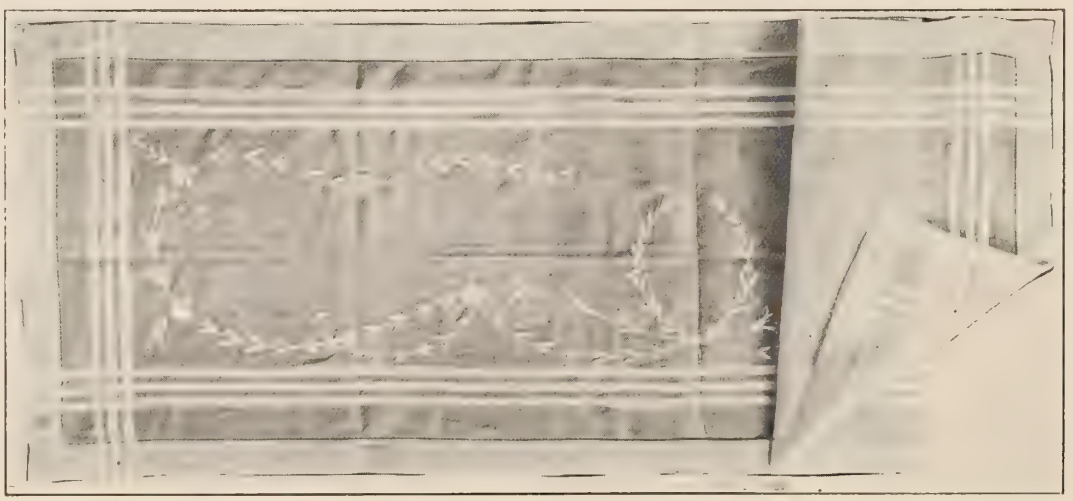
Desirable novelties good sellers—Rambler rose and raised looped effects new features—Pattes and braids make the working of looped patterns easy—Darning and cross-stitch much used in the development of the new patterns—Art linen novelties have taped borders, and the embroidery is worked on lawn and linen lawn.

NOVELTY lines for Summer selling, and advance lines of samples for the coming Fall, are rapidly being prepared.

The outlook is bright for a good season's business for prosperity rules and financial conditions are sound.

At the same time the present money stringency is making itself felt, particularly in the West, and there are many cases where the wholesale trade feels doubtful about shipping because last season's goods are yet to be paid for. In some cases also last season's goods are yet on the shelves, but this is due solely to climatic conditions. This applies to such lines as infants' bootees, jackets, children's sweaters, and knitted suits, and also to wools from which these goods are made. The only grain of comfort here comes from the fact that wool prices are advancing and that the goods on the shelves represent appreciating values. It should also be pointed out that another season their billed cost does not represent their true value for the merchant to come out on top will have to figure interest on money up-to-date. With seasonable weather in the coming Fall this condition will be speedily adjusted as a little cold weather will bring out the real need for these articles.

Stamped goods, that is articles for useful wear such as corset covers, gowns, princess slips, drawers and drawers and corset covers combined, stamped ready for working found a ready sale. A new development that promises to increase this already wide distribution is that these articles can now be obtained with the seams joined up and when the embroidery is completed the garment is completed. This is a very practical development to which buyers have taken kindly and orders are coming in in quantity as the present vogue for hand embroidered lingerie makes this line an exceptionally attractive one.



Runner of linen lawn with taped edge. Irish hand embroidery. Shown by W. H. Baker, Wellington Street West, Toronto.

More color enters into everything this season and this applies even to embroidered art towels and guest towels. Cross stitch is used combined with simple outlining and it is surprising the number of and the excellent effect of the patterns that can be produced. Many patterns are worked all in one color and China blue is a favorite, but various colors are combined, the fact that most cotton colors are fast when carefully washed, making these color effects safe to use.

Darned-in patterns are in as high favor as those worked in cross-stitch and these stitches are applied to all kinds of embroidery. Cushion tops, table covers, center-pieces, tie-racks, bags, tidies and the thousand and one articles decorated with embroidery show motifs in outlining or couching filled in most decoratively with darning stitches. Anything that is raised also is in vogue, the Rambler rose is more used than ever, and French knots and looped stitches. The use of looped stitches is made easy by the pattes or buttons made of looped silk which come in every imaginable color and combination and shaded effects. When other forms than the rounded pattes are required there is a braid provided which when the string that binds one edge is broken gives the loop in braid form so that they can be applied to any contour. Another stitch much used is made by couching a heavy silk thread with contrasting silk or metal threads. A handsome trellis effect is gained in this way that is much used.

In connection with the art needle-work department many stores are running classes where instruction in the working of the new stitches, and needlework generally is given free. If the department is located on the second floor there is usually enough room to run the classes close to. If the department is on the ground floor space is provided on one of the upper floors, and in certain lines a duplicate stock is carried there. No charge is made for the lessons but of course all materials used during the lessons are bought from the department.

The use of wood silk since the improvements made in its manufacture permitted washing with safety, for embroidery purposes is developing. It is indispensable when Rambler rose, and knotted and looped forms have to be made, and its brilliance and the body it has, make it indispensable for the production of rapid and effective work.

Brilliance and color and novelty in shape represents what is asked for in buttons. Ball buttons in clear glass, both in white and in colors faceted to reflect the light are used in small, medium and sizes up to that of a large marble. Olives, squares, oblongs and other odd shapes in colored glass with an inset of opal or clear white dotted with spots or bars of black or high color are featured.

The composition pearl, known as French pearl, is shown in numerous designs and is selling well as buttons made of this material are much used on the new washing materials. Ball buttons from small to medium large sizes, are the leading sellers.

Hair ornaments continue to the fore, and the trade has taken kindly to the new bandeaux of rhinestones. The best liked take the form of single or double lines of the stones across the head. Barrettes and pins of white metal set with rhinestones and other mock jewels are also very much worn. Casque pins and combs very elaborately set with rhinestones are also good sellers.

Something new in the art-linen department is always desirable. Very dainty and attractive are the Irish hand-embroidered bed spreads, runners, bolster cases, etc., worked in lawn or in better grade in linen lawn. The high novelty feature is the taped border with a wide hemstitched hem as a final finish. One distinctive feature of the patterns is that no eyelet motifs are used, the patterns being developed in solid blind work. Bed spreads and cot spreads have either one large centre design or have a wide band of embroidery arranged to turn back like embroidered sheets.

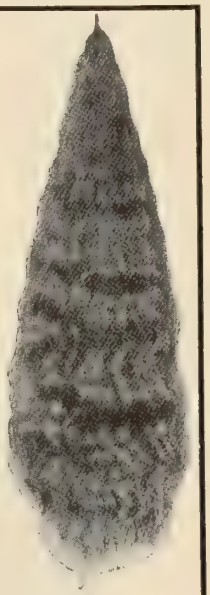
Berlin, Ont.—The stock of D. Doworsky & Co., dry goods and ladies' tailors, has been sold.

* * *

Hamilton, Ont.—T. H. Pratt, whose premises were visited by fire recently, is holding a big sale of goods damaged by water.



Are You Ready for Spring Demands in your Hair Goods Department?



We have some new lines to show you, such as—A switch made up in three strands (very handy to braid); our "Cask" frame, as illustrated below, and many others.



YOUR WHOLESALER HAS COMPLETE SAMPLES.

Standard Hair Co.
111 Windsor Street
MONTREAL

DRESS ACCESSORIES

The Buyer's Viewpoint

High colors the feature in ribbons. Embroideries working back into high favor. Shadows still the sellers. Flat Venise and linen laces trim Summer lingeries. Advance ideas in handkerchiefs.

Later Developments in Ladies' Neckwear

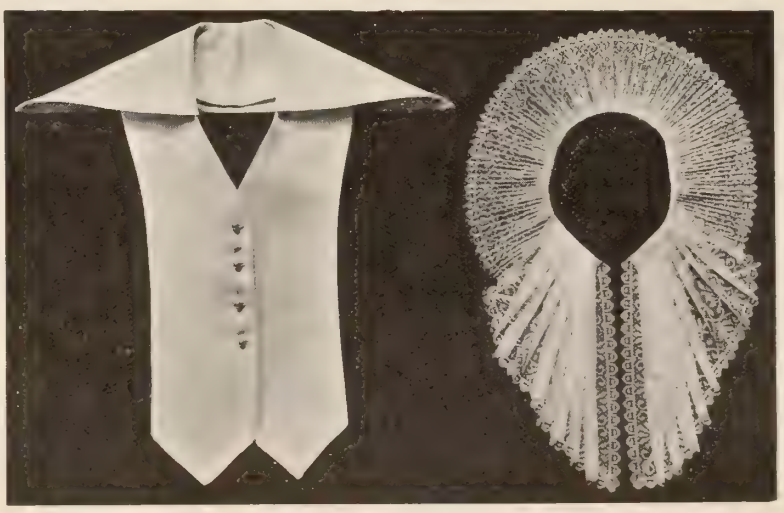
Many novelties in flat collars—Tendency favors sheer effect—Voile combined with net and shadow lace new—Bulgarian embroidered collars worked in heavy cotton and crewel wools the ultra novelty.

ACTIVITY in ladies' neckwear continues to develop and the complaint that more help could be utilized if it was forthcoming, is the only one voiced. Though the true Robespierre is a thing of the past, some of the spirit lingers in the designs while distinctly new still feature the characteristic soft roll. Though stocks are still selling and will sell in certain quantities all through the summer season, the flat collar or the collar that is raised a little at the back and which is cut V-shape in front, is the decided leader in whatever material it is developed in. Silk is giving place to net and lace and to novelty cottons such as brocaded piques and cotton ottomans, ratines and crepes. Much black and white is still being taken, but the tide is turning in favor of color. Some very charming collars are made of white liberty or other soft satins in white with jabot or fichu ends of shadow lace and fine net.

This is the day of the large jabot and many jabots show a velvet band to go round the neck with a small flat bow in front. Velvet bows and tiny buttons particularly rhinestone buttons rimmed with jet or with colored crystal are used. Quantities of black velvet ribbon are used in this way, but high colors such as Turkish green, coque de roche, purple and cerise are beginning to show strength.

For summer wear the fashion trend points largely to made effects in sheer materials. The very sheerest of nets and finest of shadow laces are selected. Voile is another material that is being used and this material is also combined with sheer net and shadow lace. A very handsome neckpiece showed a large Rembrandt collar of white voile edged with a band of fine net about 2 inches broad and joined to the voile with a fancy stitch. Attached to the front edges of the collar was a broad jabot of pleated shadow lace with a pleated ruche of net trimmed with tiny pearl buttons running from the fastening of the collar to the edge of the jabot.

Collars of plain and brocaded pique, cotton ottoman and other cord fabrics are showing in epaulette and in numerous other flat shapes. Venise edges,



1. Epaulette collar vestee of white pique. Pearl ball buttons. 2. Pleated collar of fine shadow lace with jabot to match. Shown by Flett Lowndes & Co.

Novelty Import Co

Weather Conditions in all Parts of Canada Indicate an Early Spring.

This brings with it the assurance of our travellers, backed up by important orders, that Veilings, Laces, Trimmings, Neckwear, etc., will enjoy the best season in many years. Departments all over the country feel this increasing demand, and are drawing on our stock heavily. **If you intend to keep up with these conditions and benefit by the popularity of these lines you must give consideration to our lines of**

Venise Allovers and Collars
Oriental Allovers and Laces
Flouncings, Veilings, Nettings
Malines, Chiffons,
Scarfs and Silk Knitted Shawls

These lines consist of the latest designs and novelties brought out for **this** season's showing, and comprise **the most saleable merchandise** that will give your customers the best satisfaction and will **increase your sales just** as soon as you begin to show these elaborate and beautiful designs.

Our salesmen are now covering **all parts** of Canada showing our entire Spring line.

IF YOU MISS THEM WRITE US for a collection of samples of the newest. **(Sent prepaid for your approval)** or inspect these lines at our branch offices.

Montreal—18 St. Alexis St., Room 13, Mr. L. J. Traube and J. G. Guild.

Winnipeg—Room 248, Chamber of Commerce Bldg., Mr. Leo. Rosenbaum.

Vancouver—1016 Rogers Building, Mr. J. Barnard.

NOVELTY IMPORT CO.
"The Lace & Veiling House of Canada"
76 BAY ST TORONTO
Vancouver Montreal Winnipeg



Novelty trimming in Lacit braid and lace stitches in heavy wood silk. Shown by Cull & Gordon, Toronto. ronto.

Collar of filet net embroidered in Bulgarian effect in heavy cotton. Shown by Sterling Lace & Novelty Co.

Advance novelties in Christmas handkerchiefs. Shown by W. H. Baker, Wellington St., Toronto.

Agents Wanted Everywhere

Hundreds of live business men throughout Canada are making large profits with very little money invested. You can do likewise by being our agent for your town. By showing our display card you will have constant demand for

Accordion Plaitings
Hemstitching
Plaited Skirts
Covered Buttons

It will cost you nothing to give it a trial. Write for display card, prices and special discounts.

TORONTO DRESS PLAITING CO.
600 Yonge Street, Toronto, Ont.

and embroidered filet laces are used to trim and edge these collars.

There is a very heavy demand for Plauen and St. Gall lace colors in mixed effects with Venise as the main lace. Filet, Bohemian crochet and even Oriental lace and Bruges motifs are freely combined and introduced. These collars come in a wonderful range of shapes. Collars of the same class only of lawn or batiste and embroidered on the hand machines are good in the more expensive lines. The high novelty consists in the collars embroidered on scrim or filet net. The net comes in ecru, dark brown, navy or black and the embroidery is worked in colored heavy cotton or fine crewel wool in Bulgarian colors and patterns.

Scarfs are becoming a big item and the introduction of eastern ideas has brought out a wealth of novelties in metal printed, color printed and in glittering beaded and crystal embroidered novelties. Soft crepes and chiffons, both in brilliant and in soft colors, are showing. Taped borders are new and are present in all lines.

Kamsack, Sask.—Coppin Bros. have opened their new men's wear store.

• • •

Guelph, Ont.—W. C. Deverell, of the King Edward Clothing Co., has sold to Stout and Campbell.

The time has now come

for

Your Purchases of Embroideries

Judging by the numerous signs which are the unfailing harbingers of a tremendous

Spring Business

OUR SWISS EMBROIDERIES

are going to make bigger strides and cover an *incomparably large field*

SATISFIED although MODEST — These four words express better than — GRATEFUL but not SURPRISED

long sentences our appreciation of the results already obtained and of the brilliant promises held out to us by a generous future.

SUCCESS is a marvellous STIMULANT

It clears the vision of those elements which insure great rewards.

Faithful to this great truth we feel unbounded confidence in the continued favor of the Canadian trade

Large Stock Kept in Montreal.

G. THOMA & CO.

St. Fiden, St. Gall (Switzerland)

Agent: **J. H. Gagnon,** Birks Bldg., **Montreal**

Import Orders Filled Rapidly.

Talk to the Man

who has the final say about what goods come into the store through the columns of "The Review."

He reads it because it pays him. Why not tell him why he should buy your product?

VANITY VEILS



We carry a complete line of the new "Vanity Veil" in all colors as per above illustration.

"HOOKALOOP"

The new dress and blouse fastener. Write for sample card.

Bulgarian Trimmings,
Shadow Laces,
Malines,
Chiffons, etc.

The Thompson Lace & Veiling Co., Ltd.

59 Wellington St. W.
TORONTO

Shadow Laces Still Popular

Eighteen and 27 inch flouncings selling—Better trade taking Orientals—Flat Venise and linen laces considered for summer.

Shadows are still the strongest item on the market and promise to continue strong right through the coming season. This is because there are so many fashion uses to which they are most appropriate. Shadows are used for sleeve flounces and pleating and also extensively for neckwear. Wide (18 and 27 inch) flouncings are selling. These are used for tunic and drapery purposes and also for development into simple all lace dancing dresses showing the three tier straight flounces now so fashionable. These dresses are very pretty as the waist is in plain kimona cut, with sleeves reaching just above the elbow and with a round neck cut moderately low and with both neck and sleeves edged with pleatings of fine net. There is a crushed girdle in any bright shade of soft crepe or silk as a waist finish and a row of glittering rhinestone studs trim the front of the waist. In the more exclusive trade Oriental laces are beginning to displace shadows. This does not apply to Chantillys in shadow effects for Chantilly laces are much favored.

For Summer selling the favor seems to lie between flat Venise and linen laces. Paris favors filet but should the linen lace vogue extend Clunys will again sell freely. Apart from trimming uses Cluny laces are in high favor for trimming household and art linens. This season it should be noted it is not the cheap laces that are sought after, but laces around a dollar per yard are the ones that buyers want.

For dress purposes and for many veiling uses a very wide collection of novelty nets is being brought out. The meshes are various but a certain firmness of weave combined with softness of finish is a feature. Buyers are interested in black, ecru and white, but high colors are also taken, and a very delicate flesh shade is favored. Paris is emphasizing this color and all the large buyers are stocking it.

Handkerchiefs for Christmas

Buyers are now placing orders for handkerchiefs for Fall and for Christmas selling. As in so many other lines the tendency is most markedly in favor of the better lines and there is very little difference noted here between prices last year and those now quoted. The feature of the new handkerchiefs is the handsome embroidered corners. The utmost attention and care has been lavished upon the production of these designs, and even when the selling price is not placed very high a very high average of artistic and productive merit is attained. The new feature is the use of a design that is not just a corner but which fills up the square made when the handkerchief is folded over.



To Manufacturers and Jobbers:

Are you after Business in the West?

If so, we have a proposition to make to you.

We have decided to send Mr. Clarke, the best salesman in our organization, to represent us in the western provinces with headquarters in Winnipeg.

He will carry a complete range of Barry Ribbons.

We have also decided that he can carry another line of samples provided it is a good line--a line of small samples that can be readily carried around in a grip.

We will consider applications from manufacturers or jobbers who would be interested in this proposition. But remember it must be a line of recognized value or it will not be considered.

We are not begging, but offer you an opportunity. It's up to you. Write at once, if interested, for fuller particulars.

Only the two lines will be carried.

WALTER H. BARRY & CO.

"RIBBON SPECIALISTS"

ST. JAMES STREET -:- MONTREAL





We just want to impress upon you

that **BARRY'S**

"THE RIBBON HOUSE OF CANADA"

gives REAL VALUE for your MONEY

Our stock is selected with the sole object of meeting the requirements of the Canadian trade. We study ribbons and ribbons only and you may rely on our judgment.

If it's saleable, we stock it. If it's not saleable, you don't want it.



CONSULT THE RIBBON SPECIALISTS

Walter H. Barry & Company

MONTREAL

The April Housefurnishing Campaign

THE semi-annual campaign of house furnishings in April is stock-cleaning as well as sales time. Standards set by the department in commencing a season's campaign are not on market prices, the opposition values on the store departments. Most carpet managers base their values on the ability to buy and the merchandising system, which takes advantage of odd lots offered or in stock. The difference between the prices for quick turnover and a supply department is founded on this principle. Some smaller towns may not be able to apply the idea successfully. But the volume of business kept at home and the reputation which departments establish is worth the effort to keep people loyal to the store.

In this season of new buildings, both public and private, especially homes, the activities of carpet salesmen are manifold. They do not commence with the opening of the selling season in April. This sale campaign is meant to close prospective business as well as home renovating demands of the new season. Sales are facilitated on the plan that value is the issue and these values meet the demands of mail-order competition.

Department standards and the knowledge of the buyers basis in another town completed by the increasing values of an enlarging turnover are the three points in home-furnishings sales. The argument is not theory but the volume of sales and larger stocks are not growing any faster than the response to well conducted sales plans. This, combined to the extra scope of many added departments, does not make the investment out of proportion to other well-handled departments. The difference to-day is that the turnover on investment is not done in two months of the year. Staffs are not reduced to a minimum or given charge of unspecialized stocks at other seasons.

Cleverness in buying and the reputation of values as a result are the signs of a growing department. In home furnishings, especially in the sectional lines, values in placing orders are largely a matter of comparative information. This is true of relative lines, either direct from the manufacturer or through the jobber. Outside of the listed departments there is a close price, which the information buyers have, will justify the difference in this close price, besides improving the stock standard, offsets the minor reductions of bringing values at relative sales prices to a new leader basis.

An average difference cannot be estimated on the stock as a whole because the savings vary, but sections on a 100% basis are not compiled on the invoice cost prices. The average is two-fold because it takes into consideration that the reductions in odd lots of stock are worth while. The offerings are attractive and the savings of close buying are sufficient to improve on those standards of value passed by buyers. The offerings are always varying and combine goods at cost or less to stock lines at from 5% to 10% reductions. This average of values is entirely apart from office discounts and is still possible in view of overhead expenses. The same difference makes the change from supply to aggressive departments.

For leaders in opening a campaign the standard of stock instead of the buying standard is taken as a basis. Coupled with the motive that a leading value to effect sales is necessarily a first quotation, the offerings in any sub-section of the department values are often questioned by the trade. The first leader is obviously cheap. At the same time the campaign of house-furnishings is only taking advantage of the previous season's clean profits and the additional lines of leader values. Merchants lose money at times to increase turnover on profitable numbers.

There are lines which have more attraction than others in interesting customers. This same medium does not mean that a customer's preference is always on those lines, sizes or patterns which are included to make a sale worth while. The values embodied in specially purchased leaders is evident and if this is augmented by odd lots of stock, results are equally satisfactory. They mean the bulk of the customers' order by means of an introductory line.

Oriental Rugs

THE GENUINE



Deftly Woven by the Hands of Expert Orientals

The extreme popularity of the Oriental floor covering has given rise to the manufacture of inferior imitations. My range consists entirely of real **Turkish, Persian and Indian Rugs and Large Carpets.** I sell absolutely nothing but the genuine Oriental rug and only the best grade of those. My values are unequalled.

Mail orders receive prompt attention.

Levon Babayan

Wholesale only

77 Bay Street Toronto, Ont.

Constantinople, Smyrna, Tiflis, London



MILLINERY

The Buyer's Viewpoint

Small models in pressed and made effects. Brilliant color combinations. Purple and cerise prominent, coque de roche brass, brilliant blues, and bright greens leading colors. Few neutral shades and little black used.

Models Seen at Toronto Openings

Hats small to tininess but making up in height of trimmings what is lacking in size—Speaking generally, everything is Bulgarian, and color runs riot—Hats are delightfully light on the head this season.

THE Toronto millinery openings, as usual, were well attended, though many of the Western buyers had left for home before the culminating day. This is a condition that occurs each season, but was more than ever evident this year because of the very early date upon which Easter falls, and because of the shortened interval of preparation left between the day of the openings and that date.

In a season like the present one, when totally new style features both with regard to color and shape, are sprung at the last moment, the full benefit to the visiting milliners of the large grand combined display made by the Toronto millinery houses is best appreciated. Toronto is unique in this respect for in no other market is it possible to view a similar collection of millinery models embracing Parisian creations and expensive pattern hats, and also hats following on the lines of the latest fashion development, but approved in materials and design as suitable for the popular-priced trade.

The educative value of such a combined display is great, and the trouble and expense gone to by the wholesale millinery houses in arranging for such a display is by no means light. And moreover it is to be feared that the milliners as a whole are not exactly appreciative, but take both the openings and other free services accorded, too often as a matter of course.

SMALL HAT—HIGH TRIMMING.

From the models on view it would seem as though the acceptance of the hat small to tinyness is decreed, but in most cases this smallness is made up for by the height of the trimming used. Speaking generally for the early season, everything is Bulgarian. By this general name, the color and pattern ideas of the Slav nations of Eastern Europe are generalized and though patterns and designs may be Servian, Turkish or Roumanian, they are all classed for trade purposes as Bulgarian. Brilliant reds, strong blues,



Turban of Malines and braid with ornament in Bulgarian shades.



New model showing the extreme posing of ostrich to gain the elongated line.

bright rich greens, and clear yellow and gold shades run a perfect riot. Moreover, not only is the coloring and idea Bulgarian, but it is military too, and military trimming suggestions such as pom-poms, and cockades, and the tall effects used are all traceable to this source.

HATS ARE VERY LIGHT.

There is one feature of the new hats that no milliner will overlook when extolling their merits to customers and that is their lightness. Hats are so light this season that their wearers will scarcely be conscious of their presence on the head. The straws are extremely light and the materials have no weight, and the feathers are attentuated, while beads are of rubber and some trimmings are even made of cork.

For the early season, the small hats are certain of success and most favored of all are the long oval deep telescope, aeroplane and round-crowned Oriental models with rolling brims shaped into becoming crinkles, and undulations. Many brims are also slashed and the slashing emphasized by the way in which the trimming is posed.

Though many pressed shapes are worn, there is plenty of work for the milliner and some very handsome made hats are shown. Nor is the model of braid absent but the braids used are fine and flat.

One of the most novel features is the use of mourning crepe in white and dyed in all the new bright colors. Crepe Francais and areophaine are also to the fore.

A very smart sailor shape with the brim slightly drooping was seen at the openings. The crown was of white mourning crepe with a heavy roll of the same about 3 inches wide around the crown. The brim was of shirred Malines with another wide roll of crepe as a flange and a large bow of crepe was used to secure an osprey mount posed right in the centre of the front.

As a rule, however, trimmings have moved round towards the back and tower in tall shoots. Aigrettes, wrings and bows, however, are permitted to shoot off at almost any angle, and some rich mounts particularly of paradise, are allowed to droop gracefully onto the shoulder. Neumidi is in high favor and is very high in price compared with what was paid for it a few years ago. Other trimming novelties are slender pointed wings, fancy ribbon bows and pompoms of Malines, towering panaches of uncurled ostrich, swirls of ostrich and plume effects. Other ostrich trimmings are flat and quill-like or formed into stiff pom-poms and other fantasies.

FLOWERS WILL GAIN IN FAVOR.

Though feathers are much used, flowers are by no means neglected and the universal opinion is that flowers will gain in favor as the season advances. Exquisite effects in mixed flowers are used, and tiny bunches of silk apples in the new colors form the high novelty. Floral mounts are being featured and so are wreaths and single conventional designs. Unusual color blendings are much in evidence, and floral effects are used in unusual ways. For instance, wreaths encircle the crown and extending outward at the back are used to elongate the side line. Feathers and flowers are used in combination and often the quill of the plume will be hidden under a line of blooms.

Small hemp hats are trimmed with bandings with wool flowers embroidered in raised effect. There is a flat bow at the back and a cluster of bright flowers in front. Smart small models are covered with printed crepe or chiffon and are trimmed here and there with clusters of colored silk apples or Dresden



Millinery Beautiful
LATER CREATIONS

Our large and exclusive range of Millinery and accessories is daily augmented by the later creations from the Fashion centres—novelties that will brighten up and help sell your stock.

Our representatives are in close touch with all new lines that come in, and are authorities on the happenings of the Fashion world.

Have you enough **Cerise, Primrose, Coq-de-Roche, Cherry** and **Purple?** These are the season's premier shades and form the basis for a long selling campaign. Let us supply you.

The D. McCall Company, Ltd.
TORONTO

Winnipeg Ottawa Montreal Quebec Vancouver

Spring Millinery

bunches of flowers. Tailored hats show the crown covered with bengaline in high colors with ribbons in Bulgarian colors encircling the crown and trimmed with roses in purple emerald, coque de roche and red shades.

Looking towards Summer, models in medium size are seen. Many of these are Leghorn and are decidedly mushroom in shape. Sometimes the crown and sometimes it is the brim that is veiled with printed chiffon or plain crepe and shadow lace is also used. There is just one handsome single rose and ties of Nattier, blue, dull purple or Emerald green velvet. Smaller mushrooms also of Leghorn have a curtain frill of lace disposed three parts around the crown put on under a line of crushed roses and the line edging at each side under a large ribbon bow. Ribbon is twisted around the crown and disposed in a wired bow to one side. The new three-inch wide grosgrain ribbons are freely used for this purpose and the crown is over-drawn with crepe in soft shades. Both Georgette and Rebow favor these small and medium mushroom shapes.

Many hats are velvet-covered and some very expensive models show touches of fur trimming.

Looking Towards Summer Styles

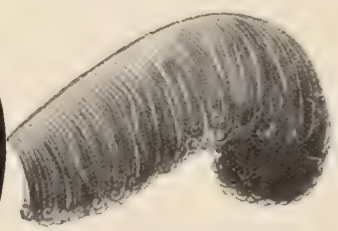
You don't see a large hat in New York! Nothing is shown but the small Bulgarian shapes, and the colors are so brilliant and certainly not suitable for Summer wear in Canada for the bright sun would fade and the colors would look staring and garish when worn on a typical Summer's day. There were comments heard on all sides, and The Review put this point up to an expert who has had long experience in the millinery business in Canada, and who makes the question of colors his special study. Just because New York is showing no large hats at the present moment is not equivalent to saying that New York will not show them later for this small hat is designed and intended for an early season hat in a season when the early hat promises to be of greater than the usual importance. There is no doubt that larger hats will come later, but they will not be so large as those that have been worn during the past few years for the trend of fashion is in the opposite direction. Colors, too, will soften, and pastel shades will take the place for Summer selling of the brilliant colors shown at the present moment. But when Fall arrives there will be again a revival of small hats and brilliant color effects.



Rolled turban of blue tagel straw mount of Numidi, with touch of breast. The rosette is of pleated ribbon velvet, and there is a band of Bulgarian trimming around the brim.

Toronto, Ont.—Lady Evelyn Ward, whose millinery shop "Evelyn," at 62 West Bloor Street, stands in the way of the Teraulay street extension, yesterday afternoon purchased 83 and 85 West Bloor Street at $20,000.

Ostrich Feather Co.



MANUFACTURERS OF

OSTRICH
PARADISE
OSPREYS
MARABOU

DOMINION OSTRICH FEATHER COMPANY, Limited
96-100 SPADINA AVENUE, TORONTO
Montreal Agents: S. E. PORTER & CO., Birks Building

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FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates



We Are The Largest Feather and Flower Specialty House in Canada

The Toronto representative of this Journal, Mr. Cockburn, informs us that this is the best advertising medium in Canada. We are trying him out.

Prove his statement to be correct by reserving your orders until you inspect our Fall samples.

OUR TRAVELLERS ARE NOW ON THEIR RESPECTIVE ROUTES FOR FALL

STRACHAN, BURDEN & PLASKETT, LIMITED

76 Wellington Street West., TORONTO

Marabou and Ostrich Stoles

BEST VALUES IN THE MARKET

MARABOU				OSTRICH			
1355	5 Rows	2¼ yds. long	$2.50	1305	5 Rows	2¼ yds. long	$4.50
1326	5 "	2¼ " "	$2.85	1306	5 "	2¼ " "	$6.50
1274	5 "	2¼ " "	$3.25	1277	4 "	2¾ " "	$8.50
1271	12 "	2½ " special	$4.50	1363	4 "	2¾ " "	$11.15
1839	8 "	2½ "	$6.50	1364	4 "	2¾ " "	$16.90
1822	12 "	2¾ "	$7.15	1365	4 "	2¾ " "	$21.90
	Black, Natural, Iron				Black, Grey, White		

Hundreds of other styles, plain and fancy, alway in stock.

SAMPLES ON REQUEST

Germain, Smith & Birks, Limited

MONTREAL - 43 Union Ave.
TORONTO - 32 King West
VANCOUVER - 600 Welton Bldg.
PARIS - 22 Rue Bergère

Who reads the paper is more important than who gets it.

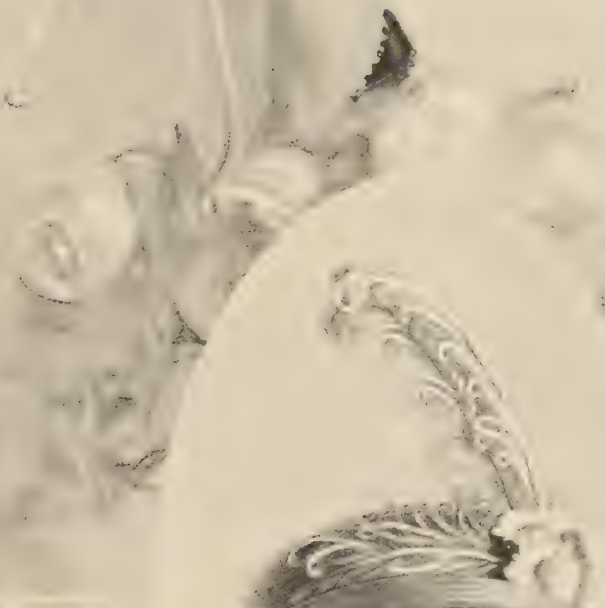
Advertisers should investigate the standing of a paper in its particular field before placing advertising. The DRY GOODS REVIEW'S supremacy in its field is unquestioned. Why experiment with papers that have little or no influence? The authoritative news and practial ideas in "The Review" make it absolutely essential to any live dry goods merchant.

Advertising rates always consistent with quality of service offered

GAGE MILLINERY







WE ARE PRODUCERS OF CORRECT MILLINERY
HEADQUARTERS FOR ALL FORMS OF MILLINERY MERCHANDISE

WRITE FOR 'THE GAGE SUPPLEMENT NO. 2"
Showing new Gage Untrimmed Shapes, Gage Buckram and Wire Frames, also Trimmed Hats from our many departments. Sent to dealers on request.

When in New York, visit our New York Headquarters, Gage Millinery and Gage Merchandise on display, 11 W. 32nd St

Gage Brothers & Co.—Chicago

CO-PARTNERSHIP IN PROFITS.

Messrs. John Heathcoat & Co., of Tiverton, Devonshire, lace manufacturers, have just called together their work-people and have proposed to them a scheme of co-partnership in profits.

The business is now owned and managed by Mr. Ian Heathcoat Amory and Mr. Ludovic Heathcoat Amory—sons of Sir John Heathcoat Amory Baronet — of Knightshayes Court, Tiverton, Devonshire. The scheme in its simplicity and generosity does credit to its proposers and may well serve as a model for other businesses whose owners are willing to admit their work-people to a share of that prosperity which comes to all well managed businesses sometimes and to some well managed businesses all the time. The firm of John Heathcoat & Co., was founded by the great grandfather of the present owners just 106 years ago.

The original John Heathcoat was not only the founder of the firm, but was also the inventor of the lace machine — that machine which has brought such prosperity to Nottingham and also to Lyons.

During the 106 years of its existence this firm has always been managed by its successive owners and has not only never had a strike but has never had any serious disagreements with the little army of work-people whom it employs.

The main principle of the scheme which has now been proposed is that a preferential dividend of 6 per cent. shall be paid to the owners of the business upon the actual present day value of the buildings, machinery, plant, cash and stocks of silk, etc.—and that any profit which there may be over the sum required for the payment of this dividend shall be divided into two equal halves,—one half going to the owners of the business and the other half to the work-people —the work-people's shares being divided amongst them in proportion to their salaries or wages during the previous years.

In order that the valuation of the machinery and plant, stock, etc., should be a perfectly fair and impartial one it was made in the ordinary way of business by the heads of each department in the business before they knew the purpose for which it was to be used.

AGENCIES WANTED

YOUNG SCOTCHMAN HAVING PRACTICAL commercial and executive experience in Glasgow has fixed up satisfactory arrangements to represent throughout Canada several important firms manufacturing all classes of Manchester piece goods and Scotch Woollens suitable for making up trade and general wholesale houses. Advertiser feeling essential to have assistance in operating these Agencies satisfactory is desirous of making acquaintance with energetic business gentleman with view to immediate partnership and to establish central office in Montreal or Toronto. Excellent opportunity to party possessing good business ability and capital with view to increasing agencies at later date. Communications will be treated strictly confidential. "Standard Mills," William Porteous & Co., Glasgow, Scotland.

TORONTO HOUSE WITH GOOD SELLING line for Dry Goods, General Stores, etc., require a reliable salesman of ability to handle their samples on commission, in Manitoba, Saskatchewan, and Alberta. Liberal proposition to right party. P.O. Box 206, Toronto.

ENGLISH FIRM OF MANUFACTURERS OF Hair, Hair Goods, Hair Nets, as used by high-class hair-dressers and stores, desire to arrange a Canadian agency on commission with established sound house who has a good connection in the trade for Toronto, Montreal and district. Arrangement for stock to be kept in Canada would be made. For further particulars, write to Box 97, Dry Goods Review, 88 Fleet street, London, England.

FOR SASKATCHEWAN — AGENCIES FOR store fixtures and fittings of all kinds. Also fixtures for department stores, office buildings, banks, schools, churches and theatres. We cover Saskatchewan three times a year, and work the larger cities all the time. North-West Specialty Company, Saskatoon.

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TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

MEN'S WEAR SECTION

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Good Advertising

SERVICE

THE ART TAILORING SERVICE guarantees that your investment of earnest, aggressive salesmanship will bring you the biggest returns your town can pay you. Its organization is complete to a point heretofore unknown in the trade.

STYLE.—We maintain a complete designing organization, with New York, Chicago and London affiliations, producing an original and exclusive series of new models each season.

FABRICS—Every piece of goods we show has been designed and patterned for the stores which sell **Art Clothes.** There are no hold-overs from other seasons. Our Woollen Buyers visit the centres of British manufacture each season.

PRODUCTION—For Fall business, the new **Art Clothes Shop** now under construction will double our already tremendous output. This our third new building in six years.

ADVERTISING—We spend thousands of dollars each season to introduce **Art Clothes** to the consumer **directly,** including Style Books, Fashion Plates and **Art Clothes** Fashion Portfolio. This service is free to **Art Clothes** dealers.

ART TAILORING SERVICE means that we feel responsibility for the entire proposition from raw material to your satisfied customer. We assume this responsibilty for it all, but share the profit with you. Our representatives are now on the ground.

The Art Tailoring Company
Toronto - LIMITED Canada

The Responsibility of Department Heads

Every store has salespeople and department heads who are not included in the observance of store rules. The latitude which these salespeople have in handling their departments leads to freedom from rules.

Some rules are not listed. The firm are unable to define exact rules to apply to all. Some conditions cannot be covered by printed rules.

Should department heads be held responsible as an example to fellow employes on the following:

1st Deportment.
2nd Financial Standing.
3rd Social Connection.
4th Traveler's Friendships.
5th Deference to the Firm.

For the best practical replies to these questions The Review will pay from $2 to $5 each.

All replies must be in by April 12. Address Editor Dry Goods Review, 143 University Avenue, Toronto.

Clothing Store on Immense Scale

A detailed description of the new home of the Hub, Chicago—Eight storeys used by world's largest clothing store—Unique features of the building—Large stock carried.

The new home of "the Hub," Chicago's big clothing store, promises to take rank among the very finest of retail mercantile establishments in the world. For more than a quarter of a century, the Hub has been located at the northwest corner of State Street and Jackson Boulevard and during that time, it has become world famous. The new store is on the opposite corner—an eight-storey structure, erected by Henry C. Lytton, President of the Hub, after whom the new building has been named.

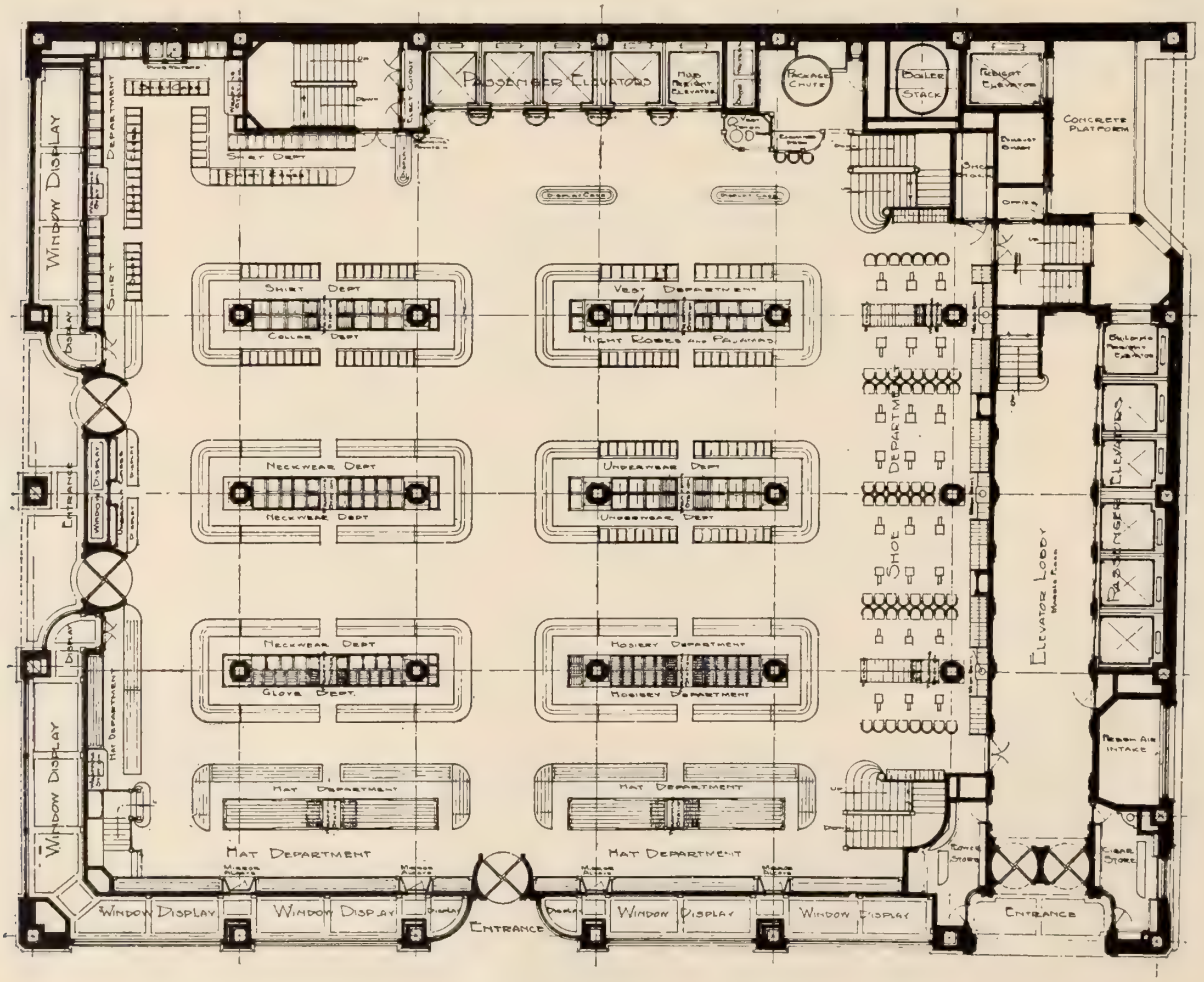
The new building is marvelously complete in every detail. A visitor would first be impressed by the size of the departments, the handsome fixtures and the immense stock carried. The lasting impression which the visitor would carry away, however, would be of the unique features of the establishment. The Hub boasts of several ideas distinctly its own. To attract and hold customers, it boasts of a miniature golf course, a playground for boys and a special barber shop for boys—among other original ideas.

SPORTING GOODS IN SUBWAY.

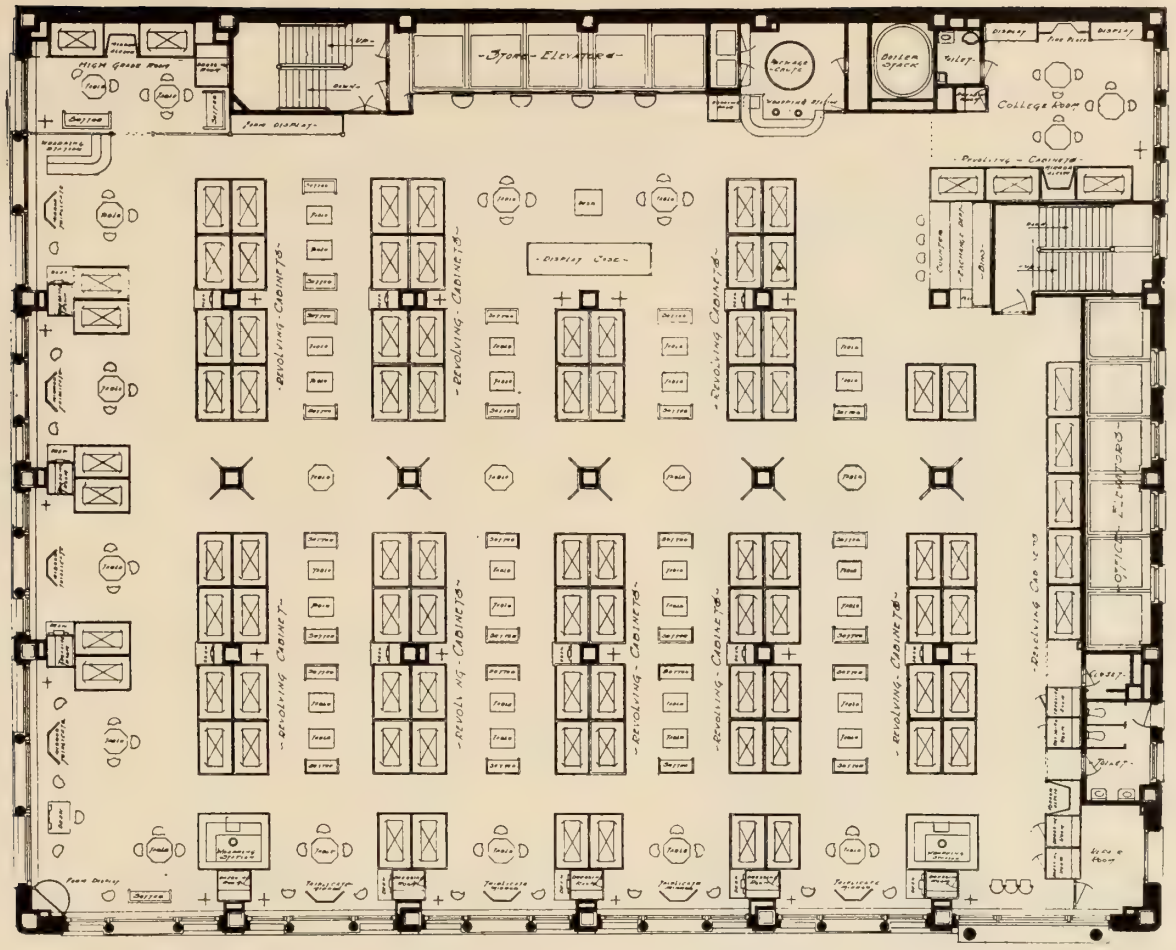
A brief description of this establishment will be of interest to readers of the Review. Starting with the subway floor, then, we find the sporting goods department. It is stated that the stock carried in this department will have few equals in point of size and range; certainly, few will be able to boast of fixtures and display arrangements on a similar scale. Here is found, among other features, the golf links for the proper testing of golf clubs. This is accepted as positively the last word in point of service for fastidious customers.

HABERDASHERY DEPARTMENT.

On the main floor is found the haberdashery department. It will be advisable at this point to explain that the clothing in every department from top to bottom is kept in dust-proof cabinets. Each garment is kept on a fitted frame. By carrying out this arrangement it has been found possible to keep the stock in perfect shape. Confusion in handling goods



Ground floor plan of The Hub. Reproduced from Merchant's Record and Show Window.



Second floor of The Hub. Reproduced from Merchant's Record and Show Window.

is avoided. The chief advantage is that the departments do not present a crowded appearance. Roominess is one of the chief attributes of every section of the Hub and yet the capacity for storing of stock is unexcelled.

On the first floor, the fixtures are particularly handsome, being of mahogany throughout. A mezzanine floor has been installed. Boots and shoes are given a place on this floor, part of the stock being shown on the mezzanine floor.

The second floor is devoted to fancy suits. Stock is stored on a similar scale—every garment is shown on a frame. There are in all 92 revolving glass cases on this floor. It is said that 8,000 suits are kept on this floor, so that some conception will be gained of the size and stocking capacity. At that, the same roominess which is noticed below is also seen in this department.

SPECIAL SALES ROOMS.

With this floor is inaugurated one of the special features of the Hub. The corners are partitioned off into special sales rooms. This idea is carried throughout the building in departments where clothing is sold. Each room has a name and the fixtures and general arrangement are in accordance with the name. For instance, on the second floor there are two sales rooms, designated the "College Room" and Beau Brummel Room." The College Room has a large fire place and trophies, and pennants decorate the walls. There is a distinct scholastic atmosphere in this room. As the name implies, the Beau Brummel room is a very stylish, spick and span room, with handsome and tasteful decorations.

On the third floor, are the dinner and dress suits, frocks, morning suits, etc. The layout is on a similar scale to the apartments below.

On the fourth floor are the overcoats. On the fifth is the automobile department where everything for motoring purposes is sold.

BOYS' CLOTHING DEPARTMENT.

On the sixth floor is the department devoted to boys clothes. Here is located the playground and the special juvenile barber shop.

The tailoring department occupies the seventh floor and the top is devoted to the general and executive offices.

Toronto, Ont.—The Keens Manufacturing Company has been sold to the Robert Simpson Company, the deal including the whitewear business, and the company's new building, on the north side of Spadina avenue, just north of Queen street.

Do Cut Prices Affect Future Sales?

An important consideration arising out of the custom of making reduced prices for special sales—The question considered by correspondents from a number of standpoints.

THE problem submitted by The Review on the subject of the effect of cut prices has brought a splendid response. The subject is one of deep interest, as it crops up more frequently perhaps than any other problem in the daily store routine. Some excellent replies were received, the best of which are appended.

The problem was as follows:—

The necessity continually arises of advertising goods at reduced prices. For special and clearance sales, price inducements have to be offered; "leaders" are required to attract attention to other lines; and in other ways, the necessity for cut prices creeps in.

Does the advertising of lines at cut prices lessen selling possibilities at regular prices?

Does a special price set a precedent which is detrimental to future sales?

Do many people make a practice of waiting to buy a certain article until they see it advertised at a bargain?

What is your answer to these problems?

ONLY FOR CLEARANCE.

"1. I consider cut prices should be used only to get rid of odd lines, soiled goods and goods that are liable to be out of style the next season, and should be well supplied with lines at regular prices.

"2. Yes, especially on the same article, if you make a special price on a special brand of underwear for a month or six weeks you would have difficulty in raising these particular lines to regular prices. You may not have to switch, but you will have to get a similar line for a while until you can get the people away from these special prices.

"3. I believe there are certain classes of people who wait until they see a special cut price sale announced, especially in Winter lines, as a greater part of our year is cold, cool or damp. People use more of the heavy goods than Summer togs. Therefore, laying in a supply in March or April doesn't mean a long wait until they start wearing them next season.

RESULTS SHOULD BE GOOD.

That is a question of to-day and every merchant is asking himself "Are they good or are they bad?" As is the case with most problems in the trade, they are good when used in the right way, and when the retailer has the hearty co-operation of his salesmen and saleswomen in the different departments.

1.—Does the advertising of lines at cut prices lessen selling possibilities at regular prices?

NO. It should not lessen, but increase such possibilities. It brings before the mind of the public that you have such goods and the public at large are always ready for a bargain.

Then comes the work for the clerk in charge of that department.

Just lately a sale of this kind came under my special notice. A certain line of goods was advertised at a low price and a window display made of the same.

If the goods on sale did not prove to be quite what the customer was looking for, another line of the same goods was then shown to her and in nine cases out of ten she bought a better article than she had first intended and went away *satisfied.*

Had it not been for this sale, many of these customers would have bought their goods elsewhere and, as a satisfied customer is sure to return, this proved to increase rather than lessen trade.

2.—Does a special price set a precedent which is detrimental to future sales?

If the goods are not what they are advertised to be and customers find that they have been taken in, these sales are most certainly a big hurt to future trade.

Let your customers feel that they can depend on your word. Let them see that you will do as you say whatever the cost.

The answer to this question is greatly what you make it yourself.

3.—Do many people make a practice of waiting to buy a certain article until they see it advertised at a bargain?

Only the perpetual bargain hunter. Those who spend their time on bargain days going from store to store will wait. People of this class are few in number, but a difficult problem and are a constant nightmare to every clerk.

The larger portion of the trade buy a bargain when they see it, but do not wait for one. They also buy the goods at regular prices when they want them, not running the risk of losing the article by waiting. They realize that delay in anything means danger of loss.

E. N. S.

PRACTICE IS OVERDONE.

Pick up almost any paper, in any town, and read the advertisements, and you will find Cut Prices, Cut Prices, Cut Prices! What does it mean? It means that the advertisements wish to catch and hold the attention of the readers, and bring them to their place of business, being willing to sell them some goods at Cut Prices in order to sell them additional goods at a profit, or hoping to sell enough extra of the goods at Cut Prices to bring additional profit on the whole transaction. The people have been so educated to Cut Prices by the large departmental stores that many of them look for them continually and send a considerable portion of their money away from their home towns. Seeing the rapid and tremendous growth of these large concerns, the smaller stores have followed suit, hoping to hold their legitimate trade, win new trade, and grow. In many cases cost of goods and profit seem to be only secondary matters, as witness one of Montreal's large departmental stores offering 20 pounds granulated sugar for 3½c per pound with other goods, away below cost, taking an actual loss on sugar to induce purchase of other goods bearing a profit.

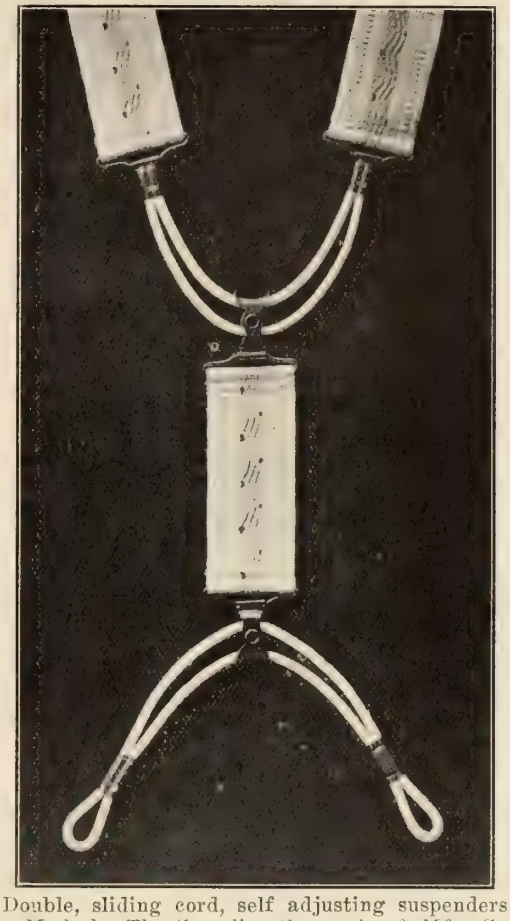
What is the effect of this sort of thing? It keeps the people continually on the outlook for Cut Prices, and it makes them read the advertisements, and it brings them to the store to buy the goods, but many only buy in small quantities at regular prices, to keep them going until Cut Prices are offered. Again having sold a customer goods at Cut Prices you make it harder to get regular prices on further sales, and many sometimes lose sales thereby, but it looks as though we must keep it up if we wish to keep up with the procession. But does it pay?

Evidently there must be money in it, but it requires great wisdom to discern what is the least cutting of price that will bring the most trade and biggest profit, until now it is almost a High Art to be able to so cut prices as to bring best results. Having brought the people to your store, it is up to the Salespeople to sell, with the goods at cut prices, enough goods carrying a profit to equalize any loss, and still show a fair profit on the whole transaction, and to do this it would seem that some goods must be sold at an excessive profit.

For Special and Clearance Sales it would seem to be a wise thing to cut prices, and cut them deep, but we have kept at it until it has been overdone, and now every day, and all the time *Leaders* are required to bring the people and we are often led to think, are we not paying too big a price for our gain?

And yet it looks as though we must keep it up and to do so we require to buy at Cut Prices and the trade are buying in big quantities—often too big—in order to get concessions in price and buying inferior qualities in order to make price lower, but the wise consumer will go on getting good goods at closest prices, and the clever buyer will do his best to provide them, and probably cut prices too and yet win out in the contest—shall I say fight—for success.

W. C. FORMAN.



Double, sliding cord, self adjusting suspenders: Made by The Canadian Suspender & Mfg. Co., Toronto.

THE early date of Easter means much to the haberdasher. It means that the Spring selling season comes just that much earlier than usual and in consequence the store must be in a position to meet the demand sooner. It means that Spring goods must be featured prominently and the advertising campaign begun in earnest. The openness of the weather has gone a long way also toward making an early Spring season.

Early Season Means Big Trade

THE early Easter season this year will mean increased trade for the dry goods merchant who takes advantage of the opportunity. A double season results when Easter falls on an early date—a style and a merchandizing season. If properly exploited this should result in a pretty substantial increase in sales.

It is essential, in view of the earliness of the date, that merchants should make their preparations in advance of the usual time.



MEN'S CLOTHING AND FURNISHINGS



Clothes, Methods and Men

GENERAL approval is expressed with the changes in the lines of men's clothing. Reversion from the unnaturally wide cut with herculean shoulder and flapping trouser to the closer, neater and more natural cut now adopted, is an evidence of both common sense and artistic perception. The padded and loose style of suit made the American and Canadian more or less conspicuous when they went abroad and showed themselves in countries where the styles favored natural lines. The new styles are graceful, well-fitting and manly in their lines. It is to be hoped that succeeding seasons will not find the idea carried to the opposite extreme. To those who appreciate good clothes, the skin-tight style is as objectionable as the extremely loose cut—and not nearly so comfortable.

* * *

LE COMTE, writes in the London *Standard* as follows:—"Wise men make a point of having two pairs of trousers to each evening coat, and one pair of trousers is of a heavy cloth. Trousers of this kind are probably of the same thickness as those worn in the day. They last longer than trousers of thin cloth, and look better all the time, because they are not easily knocked out of shape with continuous hard wear every evening. Knowing this, some men make a point of always having the trousers of their evening suit made of cloth a little thicker than that of the coat."

* * *

AN effort is being made on the American hat market to push the sale of navy blue derbies. Although somewhat of a novelty, navy blue derbies are not absolutely new on the Canadian market. They have been shown on several occasions in the past and have sold in small quantities. They make a very presentable looking hat indeed and the only thing that has kept demand down to what might almost be termed the minimum quantity is the fact that the great majority of men are conservative when it comes to derbies and prefer the time-honored black. The navy blue is neat, natty and at the same time, quiet; it may yet come to the front. In the meantime, it is reported that the sale of any other shade of derby but black is not particularly heavy. Grays and browns are always more or less in demand, of course, but they are not making more headway than usual this year.

* * *

A GENERAL protest is being voiced by retail bodies against the publication of articles in magazines and newspapers which indirectly charge the retailer with extortion. There has unfortunately been a marked tendency of late on the part of various periodicals to publish articles which purport to establish the existence of huge retail profits. The writers, whoever they are, have succeeded in proving only one thing so far and that is the fertility and extent of their own imaginations. They have neither limited their fancy nor curbed their claims, for by the figures which they give, the retailer is pulling down a profit of anywhere from 50 to 500 per cent. To the poor merchant, struggling along perhaps on a margin of 25 per cent., with overhead expenses eating up 22 per cent. of it, these stories appear in the light of huge and daring fictions. The public, however, take them seriously and if the truth is not presented, will begin to consider that the retailer is a villainous fellow, whose huge profits are the sole cause of the high cost of living. It is pleasing to see, therefore, that retail bodies and associations are taking the cudgels. After a lengthy preamble in which the matter was outlined, the Iowa Retail Clothiers' Association, at their recent convention, passed the following resolution:—Resolved by us,

the members of the Iowa Retail Clothiers' Association, in convention assembled, That we condemn the practice of the magazines, journals and public press in general for accepting such untruthful statements and publishing them without ascertaining their truth: Resolved, That we call the attention of the manufacturers of all kinds of wearing apparel who are using such magazines, journals and newspapers as a medium for advertising, to the fact that they are patronizing a business that is being used to the detriment of this trade in general. Believing the conduct of such publishers in publishing the abovementioned statements to be a pernicious practice, and that unless such practice is stopped that we are willing to do without the assistance furnished the retail merchant by the wholesaler using their publication as a means of advertising.

* * *

WOOL sales have not been as heavy as was expected so far this year on the American market. At the end of last year, stocks were very low and this was accepted as the sure forerunner of a heavy demand this year. To date, however, this condition has not been in evidence. In fact, sales have been small. Prices remain firm and this is accepted as evidence that the market is basically sound and that a larger volume of business can be relied on during the rest of the year.

* * *

A contemporary gives the following aptly expressed home truth:

A store, above all, should be cheerful. It must evidence snap and action. It should have a wholesome selling atmosphere. When a customer goes in and finds the stock perhaps poorly kept, with gloomy clerks, and a listless dealer, the influence to buy falls way below par. The consumer does not buy when in a bad mood, or confronted with the glooms. He buys when he is snapped up to action by cheerfulness and optimism, and moreover, he does not purchase from others who are down in the dumps.

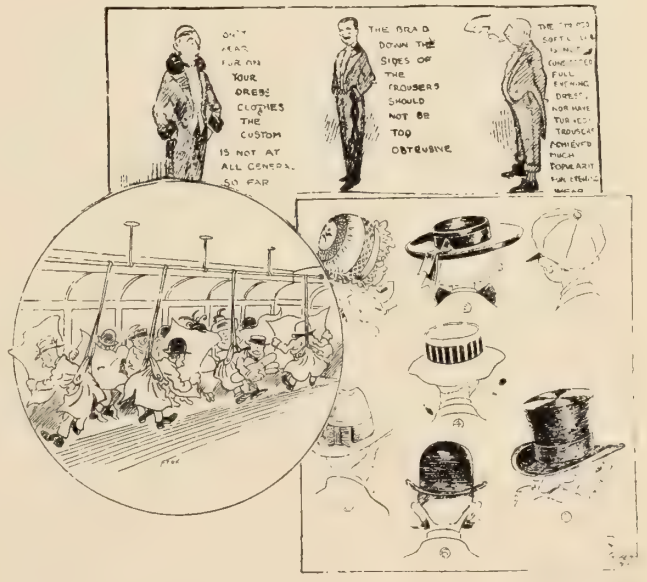
The place must have a pleasing atmosphere. It must radiate optimism to unfold the buyer's wallet. A store must not only sell the best goods, but should stand for prosperity, belief in good business, have faith, hope, health, reciprocity, and love of the trade.

All the glooms have a jail warden, the lock-ups play in the open, create a buying atmosphere, and even old tight wad will loosen up.

* * *

IT has become customary at the beginning of each year for many of the largest and most successful business organizations to hold conventions of salesmen. Members of the staff are brought into the head office from all parts of Canada to talk over existing conditions and to make plans for increasing the efficiency of the selling plan. These conventions prove very instructive and educative and, although the manufacturer is under heavy expense in calling in all his salesmen for the week, he believes that he will be amply repaid for the expenditure, that his staff will be more efficient, and that the result of the meeting will be increased business for the firm and better satisfied customers. The salesmen become better acquainted with their fellow salesmen, the heads of the firm they represent, and also the lines of goods they sell. Ideas are exchanged which prove beneficial, and new selling plans are formulated. Some of the large retail firms have adopted the plan of having staff conventions at stated intervals, when the heads of the firm and the clerks get together and talk over new lines that have been added, methods that might be employed to increase the store service, etc. These meetings are held every two weeks in several of the stores, but special meetings are often called when the representative of a manufacturer is present and is willing to give a talk on the merits of the line he sells. These meetings are always appreciated by good salesmen and incur no expense for the merchant.

CARTOONISTS have acquired the habit of turning their attention to male attire. Any departure in styles for men is made the inspiration for funny sketches. A few of the most recent caricatures of American cartoonists are shown herewith.



The top drawing is in the nature of a hint against radicalism in evening attire. Below is given the "seven ages of hats," after Shakespeare.

A Summary of the Knit Goods Market

Early business has resulted in increases at the different mills—Reports of unusual business have been verified—The style trend.

RESULTS of early business show an increase at the different mills. Several changes are noted in the season's orders. The foremost is the yearly demand and the disposition of buyers to take advantage of the seasons. Ranges for outside trade are ordered for May or June delivery. Merchants are looking for a good tourist season and are planning for later business on repeats and values, which are more familiar. Novelty of style and this influence on sales and competitive values for Fall are depended on to favor the retail end.

Reports of unusual business placed are verified. One mill states that enough orders have been booked to tax the present equipment for two years. Of course new machinery, being installed, is intended to increase the output in the emergency. In this case sales show that orders are mostly on value and specialized lines. Orders also indicate growth in the field of knitted novelties more than increased bookings from individual buyers. Newer accounts are being opened. The volume of sales is larger in proportion but the development of the season and close buying has tended to offset any increase by regular accounts. These houses are satisfied to cover for May delivery and are planning for October and repeat orders later.

Some buyers are profiting by competitive conditions because of the number of ranges and knitting interests anxious to make a connection. Accounts are not being changed, but quantity orders are placed, where values are unusual. Some of these are on well-known numbers and are copies at a price. This method of gaining the attention of the trade is at variance with the tendency for better grades. Instances of unusual prices in the past have resulted in a splurge for a time, but results have been similar. Merchants benefit by prices and values in the meantime.

These same buyers are not always able to depend on these values. One instance is cited where large orders for the same cap were placed by two buyers. The value in competition might bring $3.50 a dozen but quantity orders were accepted at $2.50 and $3 for sightly caps. The result is that the cheaper order will never be filled. Such conditions accompany the competition of responsible mills. This kind of business always rebounds to the credit of reputable houses. The costs of production are estimated on a correct basis and with regard to future sales by these firms.

The general impression of the market is decided by value, style, weight and finish on predicted or self-evident conditions. Both style and color sequence follow this Spring sales. In men's departments the season selling is expected to commence earlier. So far as orders placed show, buyers have a broad knowledge of both styles and values. Furnishers and sporting-goods stores are going to feature Shaker-knit and full and half cardigan jumbo weaves. Both plain, Norfolk and semi-Norfolk styles are good. The latter are in favor in both men's and boys' styles. Samples contain coats, in weight and finish, which compared with last season's staple and fancy racks, are almost another class of business. But this is the business which is going to be done.

Plain and semi-Norfolk and Norfolk styles, with fitted belt are taken in a variety of plain shades and heather mixtures. Early orders on these coats show that buyers are guided more by staple sales than by possible or unexpected demand for any one color or combination. The sale of a leading color is never certain until the season is on, but the sale sequence for Spring is a fair indication. Shakers are made in cardinal, maroon or Burgundy, Havana, brown, tan, slate, grey, and heather mixtures in which red, olive and green predominate. A good staple color list is made up. Cardinal two shades, maroon, grey three shades, navy, brown, five shades, green, two shades and many of these in combination or rounded out in College colors. The favor for maroon is expected with holiday visitors and sales. College colors seem to be wanted in heavier weaves and favor those qualities, which trend to make the season's sales unique in the better values shown and profits received.

Sales of Shakers in greys, tans and maroons show that the predicted success of these lines is only curtailed by the output. The delays are likely to be in obtaining machines. Several improved Shaker machines are being procured and on some of these delivery is slow. Some mills have been unable to get shipment within seven months. These new machines mean improved workmanship and stocks delivered are going to be better than sample. Only the best equipment is being bought and buyers are protecting themselves by placing their orders, where experiment on these new machines has reached a satisfactory result. Makers question the ability of others to manufacture correct garments until they have overcome numerous difficulties. However, the advanced season will show whether these criticisms are confirmed or not.

Prices are not changed from early quotations. Each buyer has his own opinion of the relative value of jumbo stitchers and real shakers. The better grade of garments and the higher price standard are looked upon to increase the volume of turnover. Many estimates of total sales for the season are given but all sections of the trade agree that the records of previous years will be surpassed. With early quotations and business progressing favorably, the likelihood of advanced prices is removed to a great extent.

Mills are well situated to meet any advances of the wool market. The supply for this season's output is adequate. This is augmented by the large output of different spinning plants. These advantages are apparent in values offered in this season's samples. Fortunate circumstances have kept prices on a par with last year's values. This is important on staple lines and racks up to $24 a dozen but on this season's better grades price is not so essential. The garments chosen represent the buyers' viewpoint of the best colors, weights and weaves to retail at the higher prices.

Quantity business both over the counter and mail order is expected, judging by the decision on the correct garments and size assortments. Sweater coats are for everyman's wardrobe for dress and utility wear. For outdoor or sporting, the coats as they are made this season, appeal to the wearer because of climatic conditions and common sense. Samples conform to the idea of a sweat coat. These better garments chosen at prices from $30 to $72 a dozen are judged by their weight, feel and suitability. The competitive selling garments are to be decided later, when customers have expressed a verdict.

Another important feature of the retailing of sweater coats is the extra attention given to garments in boys' and youths' sizes shaker, cardigan and fancy weaves are taken in sizes for which they are most suitable. In juvenile two and three-piece suits, sizes to fit children up to 6 years are made in domestic mills. The styles quoted at from $21 to $24 and $24 to $30, according to quality and size, make leader values. The increase in this department suggests growth almost equal to the extra turnover on account of the higher standard of retailing prices.

As pointed out early in the season, this year's growth is the result of specialization in manufacture. Buyers are looking for and taking special values, styles, colors and weights. These conditions only result in larger quantities. One buyer states that the quantity of $5 sweater coats sold in his department to-day is equal to the original orders for $9 to $18 lines. With the season opening early a good campaign to educate people to the extent and value of these specialized assortments will be necessary to handle larger quantities ordered. The same campaign will help to elevate the standard of price in keeping with the better class of business to be done and the locality demands. Buyers can then be satisfied they are getting the most of this season's operations.

Good Values in Waterproofs

New low price limit — Tailored waterproofs in light weight are preferred for street wear—This is season for featuring waterproofs.

Some splendid values are offered in men's waterproofs, for repeat delivery. The ranges of cloths and the numerous styles, which are ready for immediate, include coats for special sales and quick turnover. Values quoted to-day in raincoats are on a new low price limit. Garments are better tailored and the samples quoted from $3 to $15 cover a wide range of paramattas, super cashmeres and tweeds. Some prices are unusual compared with import quotations. Indeed value is the strongest feature because styles are not changed to any extent.

At present tailored waterproofs in light weight are preferred for street wear, travelling or driving. The quality of the materials is staple and except for a few novelties is similar each season. Among the novelties are transparent waterproof garments, tailored on modified English outlines. Under this modern process of waterproofing, reversible coats are correct. The wearer has practically two coats in one. The cuff straps are interchangeable and the difference in design on the reverse side of the cloak gives a garment for either fair or rough weather. Style is seen in the one and service in the other. All that is necessary is to turn the sleeves. These coats are favoring the latter. Collars are convertible. Finish and tailoring are improved in the smallest detail.

Among the more striking patterns are a number of new grey and white checks and fancy backs on newer cloths, which have been added for the repeat trade. In these, style is introduced into the pattern rather than into the cut or change in outline. For the staple selling coats paramattas in fawn, tan or olive and an excellent quality of super cashmeres in soft tans in any style are selling. Garments costing $5 to $7.50 are leading.

For Fall new samples are coming forward and the ranges will be completed during the month. New tweeds in greys and tans, checks and diagonals and a full assortment of reversibles or plaid backs on staple paramattas or cashmeres are to be featured. In the meantime, the trade is assured of immediate shipment of stock numbers. For sorting the stocks of garments for quick delivery meet with the requirements of the average men's furnisher. Delivery has always been a problem in other seasons. This year most numbers sold during the Spring placing can be filled at once. Special orders for April events are to be filled with values to make a noise in finishing the season.

Originality is a good feature of ad.-writing. But you can always get too much of a good thing.

GOOD ADVERTISING

Condensation in Extremis

Mills Bros., Sarnia, have accomplished marvels of condensation in the accompanying advertisement. A really remarkable amount of matter has been introduced into the space and with the best of effect. The arrangement is particularly effective with respect to the centre panel in which are grouped a list of extra special values. The grouping is good in most respects. Panels are effective at sides of the space devoted at top to the heading, but in the present instance, with the body so solidly set, it would probably have been better to run the heading right across.



Anniversary sale ad. of Mills Bros.
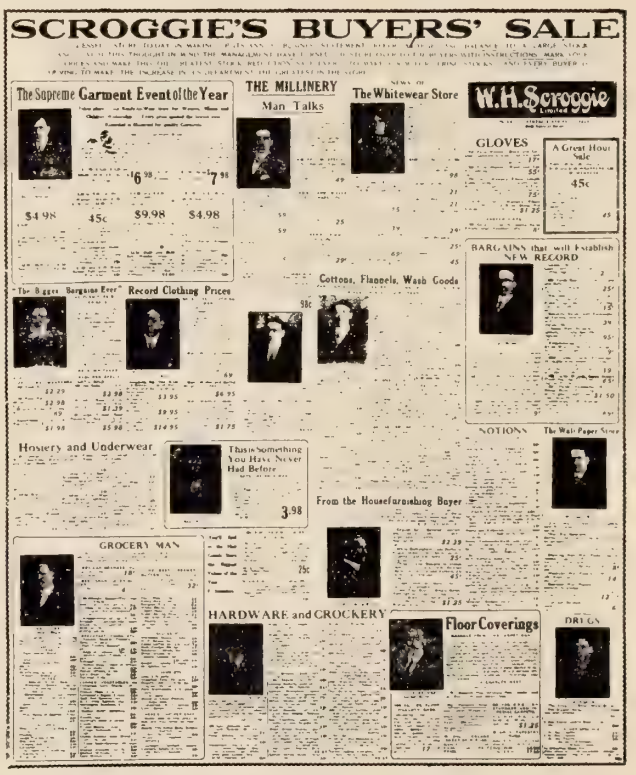
The Buyer's Guide

W. H. Scroggie, Ltd., Montreal, present an original form of advertising with cuts of the buyers in the various departments. The idea might have been carried out a little further by giving signed statements from each buyer.. Owing to the varying sizes of each department, the cuts are not arranged with any degree of uniformity and the general appearance of the advertisement suffers for that reason. An improvement would also have been effected had the firm's name been centered at the foot.

This ad. is original and striking. The descriptions are tersely worded, right to the point, sales-making in the first degree.

Millinary Opening Ad.

The John White Co., Woodstock, have an attractive-looking announcement, although the lay-out



Original ad. of Scroggie's, Montreal.

might have been improved in a number of respects. The strength of the top line is detracted from by the use of the line. Blocking out the cuts with lines has given the advertisement a cut up appearance and has marred the general ensemble. The body of the advertisement is too condensed to be fully effective. On the whole, however, the advertisement presents both a striking and attractive appearance and it is not at all lacking in selling force.

Loss of Space

Geddes Bros., Sarnia, have lost the value of a good deal of space in the ad. herewith presented. The upper half of the space is devoted to a dissertation on the growth of Sarnia which at first glance has no



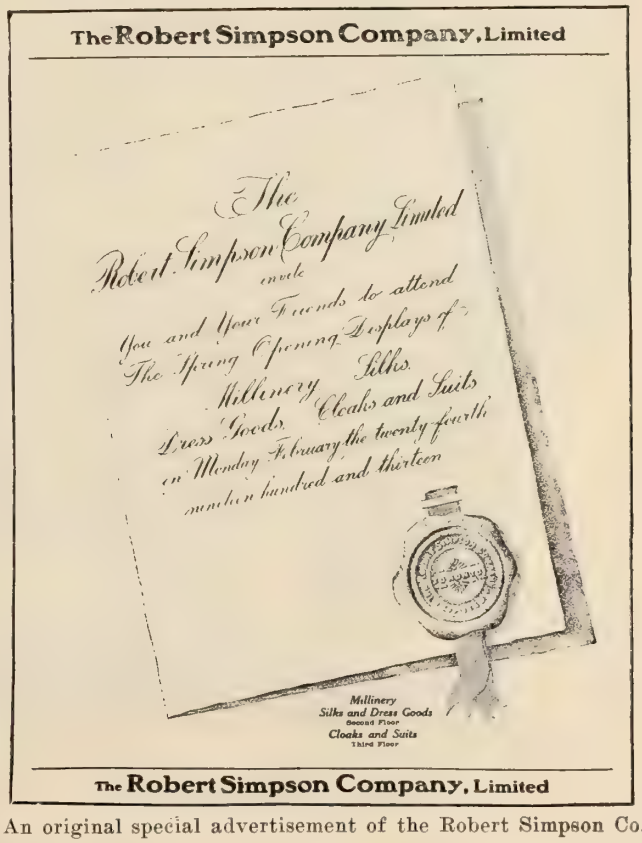
Opening announcement advertisement.

direct connection with the advertising matter below. Unfortunately, many persons give no more than the first glance unless they find something to immediately arrest their attention. One cannot help but think that the space could have been used to much better advantage with direct advertising matter.

The lower half of the advertisement contains good selling talks but there is little evidence of uniformity in the arrangement. Three sections are headed "9 to 10 only." These might have been grouped together in a single panel. In setting the headings, the printer has, without any apparent reason, used caps for some and upper and lower for others. The result is not pleasing from a typographical standpoint.



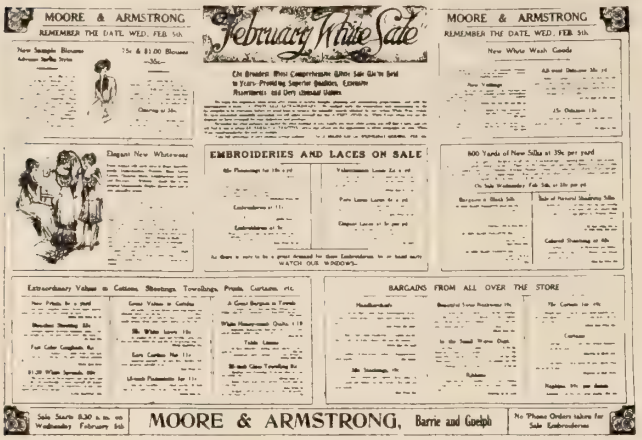
Special sale ad. of Geddes Bros.



An original special advertisement of the Robert Simpson Co.

A Neat Advertisement

Moore and Armstrong have a neat advertisement. The layout is splendidly balanced except in one respect. The only two illustrations are both placed on the one side. It would have been better if either had



A neat and well laid out ad.

been placed on the opposite side to preserve the balance. The selling talks are effectively worded. A good ad. all around.

Large Departmental Store

Regina, Sask.—The first work in connection with actual building on the monster Departmental Store at the corner of Albert and Victoria was done this morning.

The monster building will be one hundred feet by one hundred and sixty-two feet and five stories high.

The cost of the building alone will be above $400,000.

One of the members of the Albert Improvement Company when interviewed this morning, stated that it might be possible to erect the building for this amount but it was more likely that it would reach the $450,000 before it was completed.

The building will be reinforced concrete throughout, fireproof, and will present a handsome exterior. The plans are practically completed by the architects, Brown and Vallance, of Montreal.

Portage la Prairie, Man.—George Murton, men's wear and clothing merchant, one of the pioneers of Portage la Prairie, died suddenly at his home on Garland street of heart failure.



Wardrobe unit showing high-class dress requisites for men. A novel arrangement carried out in the smallest detail. Courtesy T. Eaton Co., Toronto.

An endless chain

of More Business



Pen-Angle Closed-Crotch Combination Suits displayed in your windows will mean **an endless chain of MORE BUSINESS.** Perfect-fitting and comfortable (in crotch and seat.) No **other** line of Underwear your store can carry will **take so well,** and you can be sure that **every** sale will be followed by **another.** And every **new** customer is another link added to your **endless chain of more business.**

Is your Pen-Angle stock ready? If not—order NOW.

PENMANS LIMITED

PARIS, CANADA

Underwear—Hosiery—Sweaters

Pen-Angle UNDERWEAR

The Art of Selling Clearly Expounded

All phases of the problem of salesmanship touched upon in course of address before the Illinois Clothiers' Association—Will power and won't power—The proper training of retail salesmen.

THE following interesting and comprehensive address was delivered by Otto Buehrmann before the Illinois Retail Clothiers' Convention recently held at Chicago:

The volume of business of the house is developed and determined by three factors: The merchandise, the policy of the house, the salesmen. And the selling art demands that each be right, to insure success. It is indispensable that the goods be bought, as experience only will be able to dictate, to suit the trade in every detail; that they be new and attractive, for no man can sell "carried overs" to everybody all the time, and to expect it, and to criticise the salesman for not selling "stickers" is illustrated by this story.

WILL POWER VS. WON'T POWER.

Old Uncle Zeke and his wife Dinah had attended a lecture on "Will Power," and were very much impressed with the efficacy of this, to them, new force, and its use was invoked in season and out, according to their comprehension. Uncle Zeke had gone out to hitch the old mule to the rickety wagon, and time and again had failed to make him "back up" into the shafts. Aunt Dinah, watching him, had become provoked at the delay, and shrilly called out: "You, Zeke! Is you gwine ter let dat mule do as he please? Wha' is yo' will powah?" "Huh!" he answered. "Ma' will powah is all right; I got plenty will powah; but you just want ter come out hyar and measure dis here mule's won't powah!" And the "won't" power of the customer spoils many sales of "carried overs," or poorly bought stock.

Buy to sell; not to keep. The fact that a firm has money to pay for all it buys is no valid or good reason why it should buy a single suit more than it can sell, and the selling is so often defeated, through mistakes of overbuying, that the trade accepts it as a natural evil.

Over-buying indicates the most profound ignorance of the capacity of the house to distribute the purchases, for we will not suppose that a buyer knowingly buys in quantity, style or material that which he cannot sell . Enthusiasm often leads him astray, but when he has the well prepared memorandum to govern him he is safe from persuasion; and he is in a position to make his purchases to advantage, and thereby promote the selling.

Every one of us knows the difficulty in moving the merchandise from last season. It may be "as good as it ever was," but as a buyer no merchant would consider it for an instant. True, it may be "worked off," a piece at a time, at a price, but the time lost in making the effort would bring a handsome profit if employed in selling new goods.

Small and frequent buying is the secret of handling the stock profitably, and thereby selling frequently, and this is one reason why the "book business" has obtained such a hold on the trade. The stock is turned as often as the order is taken, and in this "turn over" is the profit in any business. Profits are all in the future, as long as the goods are on the shelves; they are imaginary, and selling only causes them to become a reality.

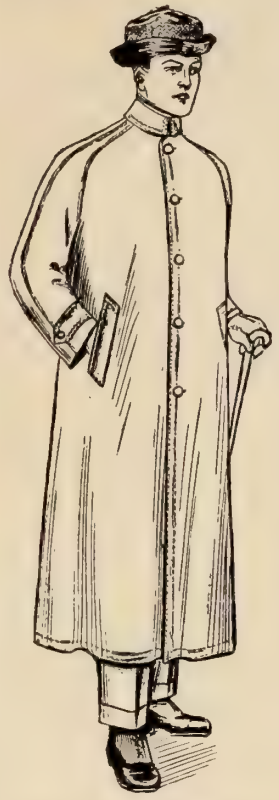
THE POLICY OF THE HOUSE.

Next, the policy of the house generally determines beforehand the kind of objections usually voiced by the customers. In some clothing stores the statement of the salesman is accepted at its face value, for the reputation of the house for correct service is unquestioned, as against exaggerations used by other concerns, and the one idea to make the present sale at the expense of any future patronage of the buyer. As an illustration: A merchant was telling me of his inability to draw trade through his advertisements Said he: "We have been in the town for twenty years, and the people have grown so stale and suspicious that they will not respond to any of our advertising." A blind man would be able to see the fault, as well as to determine the policy of the house.

An ex-merchant said: "We were as honest as the average,' when the suggestion was offered that his failure was due to wrong policy.

The policy of the house is told in this terse sentence: "The customer is always right," as practiced by Marshall Field & Co., of Chicago. The "Hub" has an equally sound policy. Some clothiers will say: "These are all big houses, and are no criterion for a smaller clothing store." It was the policy of these concerns which caused them to grow to their present size and importance. When the "customer is right," as against the personal opinion of the dealer anywhere; big or little, then the clothier will sell his goods, instead of having them on the shelves to look at.

The customer will always pay a profit when he knows he is getting value received, but when, through poor buying, mistakes are made, ask the customer "why" they are mistakes, and he will tell you in a hurry. Merchandise does not have the same value in the eyes of the buyer that it does in the estimation of the seller, but allowing for this difference, the cus-



1006—Leader Raglan
$7.50
Double texture Paramatta, in fawn, brown and reseda.

YOU DON'T KNOW

What Quality Really Means Until You Have Seen

The **"QUALITY"** *Brand*

Waterproofs

BIGGEST BUSINESS BUILDERS IN A DECADE

The Only Guaranteed Waterproof

SEND FOR SAMPLES

Toronto Waterproof Mfg. Company

30 Wellington Street West
TORONTO



717—Motor
$5.50
Single texture Paramatta, in fawn and reseda.

TURNBULL'S
MAKERS OF THE FAMOUS "CEETEE" PURE WOOL UNDERWEAR

Enterprising and Alert Dealers

who are forging to the front ranks always stock

Our Slogan is :

Worn by the Best People.

Sold by the Best Dealers.

CEETEE PURE WOOL UNDERWEAR

They sell "CEETEE" because they know and have proved that its guaranteed quality brings substantial sales and satisfied customers and their customers want it.

They also know that "CEETEE" Underwear is widely and strongly advertised. We create the demand—they fill it.

Our travellers are now out showing full lines.

We are also manufacturers of

Turnbull's High-class Ribbed Underwear for Ladies and Children.

Turnbull's "M" Bands for infants, and "CEETEE" Shaker Knit Sweater Coats.

The C. TURNBULL CO. of GALT, Limited

GALT, - ONTARIO.

742

tomer, as a rule, is always right, therefore take his judgment.

Why did Jones, who came to town with a little stock, in a little store, go right up? It was his policy of doing business. He did not try to fool himself or the people by telling them he was the "only pebble on the beach," but gave them new, bright merchandise, at the time they wanted to buy, and cheerfully took back goods when the customer wanted to return them.

NOW FOR THE SALESMAN.

We now come to the salesman; and here we have the "reason why" the volume of business, in eight out of every ten clothing stores, is not over half of what it would be if the salesmen were as efficient and capable as they might be.

All merchants recognize that in the selling of the goods depends the entire success of their business, and yet so few—hardly any—give it the attention they do the bookkeeping or the stock-keeping, and I purpose to make an effort to impress the merchants here present with the necessity of creating and buying a selling service, on the same basis they would buy merchandise, never taking for granted that usage makes any established habit correct, or that age makes aught else but wine good.

HOW DO YOU SELECT YOUR MEN?

When a man is engaged to sell in a store, the first question asked is relating to his experience, this not without reasonable justice, for no man can sell without experience; and he is taken on because he has occupied his last position for a time, long or short, and because he "looks good" to the manager or proprietor.

In all candor, I ask you how many of you here present would take a doctor or a lawyer on the mere fact that he "looks good?" No. You would want to know his alma mater and see or know from good authority that he is qualified to give the proper service. On the other side of the water the applicant for a position must show his papers of apprenticeship and discharge, and these will give an idea of his ability; but we take on men on their good looks, their shape, if you please.

When he is added to the force, thirty minutes possibly are given to the new man to tell him the "Don't" usually promulgated by the house, and which are supposed to be as unalterable as the law of the Persians and Medes. But these "Don'ts" are, in so many cases, more honored in the breach than in the observance. The policy of the house, the essential element of any successful firm, as it involves the service to the customer, he is left to learn in random bits, at odd times, from his fellow-salesmen or the errand boy. The manager or proprietor is too busy to talk to him about such trivial things, and says: "He is a bright-looking man, he will pick them up all right." An investment in an automobile or the beautifully engraved bonds of the "Sunshine Gold Mine" of Umpty Umpty County, State of Nowhere, is given more thought and careful attention than the live flesh and blood salesman through which the very life of the business is sustained. No wonder the average life of a business house is but seven years, when there is no little attention paid to the first course of the entire foundation.

The salesmen are active representatives of the firm to every customer whom they serve; they are the "House" to the buyer, not the person or persons whose name in gold letters is blazoned over the door.

Napoleon made a success of his military efforts through his wisdom and the choice of his lieutenants. He knew his work and he said: "If there was no one to make the gunpowder, I could do it. If there was no one else to cast the cannon, I could do it, as well as to make the gun carriages. As to the financial policy of this administration, it was mine and mine alone." He was Napoleon. But there are many Napoleons in the grind of everyday work, if they but only be developed, by learning all about their work, from the sweeping of the floor of the clothing store to the successful selling of the cranky customer.

THE OLD-FASHIONED WAY.

In all almost all stores the education of the salesmen is an accidental catch-as-catch-can sort of process. He is expected to pick up the art of selling by making mistakes first, for which he is brought upon the carpet to be reprimanded. Why not use the means and take the trouble to provide him with a course of instruction, practical and thorough, which will prevent the expected and common mistakes always occurring, and which are the cause of the loss of many customers and so much present and future profit?

If the same time were spent in telling the salesman the "Do's" instead of the "Don'ts" with good common sense "reasons why" he should do thus and so, there would be an entirely different tone in the store. The reason given why this is not done more frequently is that "It is not the habit. Who ever heard of a proprietor starting a kindergarten? I hire my men to do my selling, and I expect them to do it; I have other things to do. When they make mistakes I call them down, and if they show no inclination to improve, I fire them."

Yes, that is the old and established manner of handling help, but some few merchants are beginning to find out that it is cheaper to educate their salesmen than to fire them; for the make-up of the newly-engaged help is exactly like that of the one who has been fired, and the problem is, therefore, a little more complicated with every new man engaged.

Why not build them up instead of tearing them down? I hear answers such as: "They take no in-



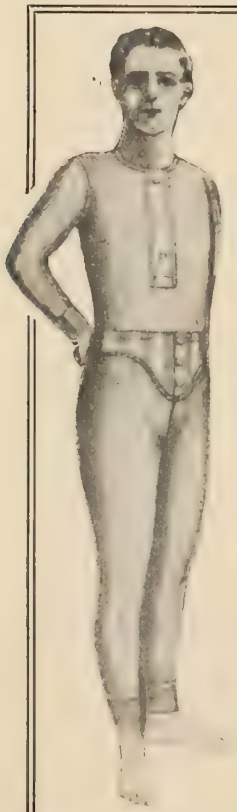
What preparation are you making for the assured big increase in sales of

FLANNEL SHIRTS for FALL

? There is very persistent gossip among shirt authorities that next Fall will be the biggest Flannel shirt season yet. All present indications point that way very strongly, and we have prepared a showing such as has never been offered the trade since we began putting "Stars" in shirts. ?

Our range is full of life and variety, style and value. Every shirt is built for the smart trade—the trade that is shirt-particular—the trade that appreciates. We are showing the latest styles in cut, fabric and finish. See our 1913-14 fine Flannel Shirts before placing your orders.

Van Allen Co., Ltd.
HAMILTON, ONT.



WATERHOUSE WARRANTED BRAND UNSHRINKABLE REG'D. HIGH GRADE UNDERWEAR

The Fire Test

of underwear consists of its ability to stand up against the wool underwear experienced Canadian trade. Since 1905 Maple Leaf Underwear has stood the fire test and come out with laurels. It is the fulfillment of our one aim—satisfaction to merchant, wearer and ourselves. Maple Leaf Underwear wears because it is made to wear, satisfies because it is made to satisfy.

See our Fall samples.

THOS. WATERHOUSE & CO., Ltd.
INGERSOLL ONTARIO
HAROLD F. WATSON, WELDON & CO., Selling Agents
Coristine Bldg., Montreal.

Wreyford & Co., Toronto

Wholesale Men's Furnishers

Agents for following Manufacturers:

Young & Rochester, LONDON AND LONDONDERRY

Finest Taffetas and Silk Shirts, Collars, Latest Neckwear, Dressing Gowns, Etc.

New Spring Designs of their noted "Wyanar" Zephyr Shirts—now in stock in Toronto. Prices $12.00 and $13.50.

Tress & Co., London and Luton

High-Class Hats and Caps

Patentees of the "Mascot," and other select shapes—



THE "LOTHIAN"

Own designs in Homespuns and Donegal Tweeds.

Good selection of Caps stocked in Toronto, and Straws May 1st.



THE "BANFF"

Cohen & Wilks, Manchester

"Aquatite" Raincoats in Yarnproof Gabardine, Handspun Tweeds, etc.

Reversible Ulsters and Motor Coats for Gentlemen and Ladies.

terest in their work?" Why? Because they have had no leader who devotes a part of each day to instilling an ambitious interest in his men. "All they think about is the money,' says another proprietor. They have never been told, time and again, in a friendly, human way, that to increase their pay envelope they must increase their efficiency.

Have they ever been instructed in the formation of a proper character? "No; that is preaching, and they won't stand for preaching?" Will the banker lend money to the man who has no character? "That is business, isn't it?" Equally so is the development of character. "When our salesmen make mistakes we tell them about it," says another proprietor. Why wait for the salesman to make mistakes before you tell him how to avoid them? Why wait until the horse has been stolen before you lock the stable door? This would be an equally logical reason.

After the applicant is engaged for the position, insure him against mistakes by beginning a common sense course of training.

As the subconscious mind does not act on a negative, this explains why "Don'ts" are so ineffective in producing results in training, or reprimanding the salesman. Negatives have no place in the art of selling. The positive only produces results. Then begin a system of training in the positive. In other words, tell the salesman what to do, and why, and see that he does it.

Drill him in all the different experiences in selling. Let the drill follow the lesson, as would the blackboard exercises in school the recitation from the arithmetic.

"It costs us about $20 to find out if we have been mistaken in our judgment in hiring a man," said the head of a big clothing store. "But when we find he is capable or susceptible of being developed, we set about doing it in our house school." As the development of a salesman is such a purely personal matter, it can be done with two men in a small clothing store, or the several hundred salesmen who attend the lectures in classes of from twenty to thirty at a time. True, numbers have a stimulating effect on the students, but against this the personal contact with the few, of the proprietor or the teacher, will equalize this difference.

Educate Your Salesmen.

In order to begin this development of the salesman, have him first study the principles of a sale, for any man who has the brains to sell has the brains to understand why he can sell. If he be a salesman, fair or good, he will want to know why at times he cannot make the sale and at others it is no trouble at all.

To build a sale is a material undertaking as easily comprehended as the building of a house. Few of the clothiers here present could build a house according to the well-known and established laws of architecture; many could build a shack of upright boards. So can many salesmen make some sort of a sale, but to build a five-story house, to meet the requirements of the building ordinances, and be safe to life and property, the builder must be a master workman, and to build a series of sales, like the stories of the house, the one resting on the other, he must be a master salesman. And this knowledge only comes from training and study, and the school which can give him this knowledge in the least time is best for him, for experience is a long and hard teacher, not always thorough when the principles are not thoroughly understood, and much can be avoided by learning the theory of selling, as applied to the practice, from someone who has specialized in this direction. For this is a day of specializing, to secure efficiency, save time, and to insure profitable returns on the investment of capital and brains.

In all efforts to improve the efficiency of a salesman, the "House" gets next to the salesman on the broad ground of human interest, and as humanity is recognized as a prime factor in increasing the efficiency of any organization, it will be found to be an impelling cause in promoting the selling ability of the salesman.

Don't do it With a Club.

To do as one firm had a habit of doing, i. e., rubbing men down in the morning with a wire brush to wake them up, is to antagonize every man on the floor and encourage disloyalty on every side. Did these salesmen have the interest of the "House" at heart after the rubbing down? The answer I leave to each proprietor here present.

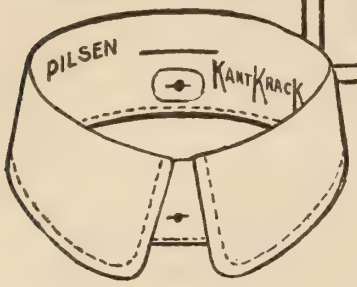
On the other hand, "Come, boys, let us take up the question of how to sell the 'Looker,' " sets every brain in active motion in the interest of the selling art, and petty personal grievances are lost in the ambition to excel.

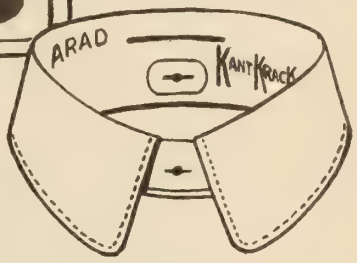
One day at the beginning of my work at the "Hub" in Chicago, one of the men in my class came in, and when asked by a fellow-salesman what the subject of the lesson would be, said: "Some calling down, I suppose." I jumped at the chance to make plain the object of my instructions, and told him "I never call my men down, I always boost them up; try to point out to them the way up to the results they would attain, and in this way stimulate their ambition to be something more than mere machines; to be men who have the interest of the house at heart, and to know that when they discharged their full duty the results would be found in the pay envelope." These, and many other suggestions in the same key, to induce them to look up, not down.

Make a mental note of this. In the most successful houses there is a corp d'esprit, a working together which makes the customer feel at home and insures

(Continued on page 81.)

KANT KRACK COATED LINEN COLLARS





"KANTKRACK" means much to you

If you have a call for waterproof collars. KANTKRACK coated linen collars are real water proofed linen collars, pliable and wear-resisting. Wear-resisting because the usual weak points of other collars are reinforced in KANTKRACK attached lips, long slit back which prevents breaking when being attached. Laundred with soap, water and sponge.

"One grade only and that the best."

(Made in Canada)

The Parsons and Parsons Canadian Co.

HAMILTON -:- -:- -:- ONTARIO

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Tailor Your Stickers

So often goods by the yard are sacrificed to the "bargain knife" just because they are not ready sellers. This is where we come in.

Send us your stickers and we will tailor them into quick selling garments which will bring profit instead of loss.

Our styles are strictly correct and we use the best trimmings throughout.

Write to-day for estimates.



"We use the label."

Suits cut, made and trimmed, $5.00 up.

Evans Tailoring Co.

WHOLESALE TAILORS

342 and 344 Queen St. W., Toronto

Ring Us Up—Main 5290

A Forecast of Fall Shirt Ranges

Slight depreciation of textiles likely to affect average of retail profit—Manufacturers are assembling broad showings—All requirements met in broad selection of ranges.

FALL shirt ranges in course of preparation are to be interesting for several reasons. Manufacturers are assembling broad showings, which include dress and a full array of colored shirts in percales, Oxfords, Madrasses, soiesettes and fine flannels with Summer negligees for repeat delivery. A general knowledge of shirt samples and the relative standing of the ranges is necessary to secure the best values. The reputation of different firms on the basis of value, size, style and finish is not changed. But values in some instances are not likely to be as good. Any changes noted apply to only one or two numbers, but these include the volume of the shirt business at the prices. Customers are not apt to question the quality of the material of these lines at fair retail prices. However, the trade is sure to notice the difference in the texture of the fabrics and the effect on selling prices.

Leader values, which are offered, depend on quantities. The enormous yardage handled by some mills has kept value up to their standard. A slight advance was noted last season and a similar depreciation of the fabric is reported again. The recognized best $9 dozen shirts will still be turned out by the same mills. These manufacturers admit they cannot repeat as good a cloth as heretofore. On account of advances the sample lots of cloths already received are not up to last season's quality. If value is changed on such shirts, competing values are correspondingly so. Representatives are speculating on the outcome of this difference on opposition lines for Fall.

The trade are not going to change their counter standard because of the change in qualities. The bulk of business done on the leading lines suggests that the retail prices will require a slightly higher average profit to offset the difference in quality in the garments as assorted. Travellers intend to count on this practice and in the demand for better goods. Merchants are getting higher prices. The change of value on the staple selling lines is not expected to result in any less volume of sales. Any loss of sales on cheaper numbers is overcome in the increase at the next higher prices.

This is a question for buyers themselves to decide. Different opinions are heard as to whether the clothes this year are too light to stand the extra percentage merchants have been getting for the best patterns. Representatives, who have compared the two season's cloth are deciding that the cambric is not good enough to stand more than 33 1-3 per cent. on cost. As a matter of profits, departments are exactly as they were before merchants advanced their average to meet the extra costs of doing business.

Merchants have the advantage in one thing. Their attitude has helped to sell better shirts or the same value shirts at higher prices. With the latter depreciation in the quality of material, which has been maintained in $9 shirts up till the present, two options remain. The result of these will effect placing and is to be seen during the Fall selling season. Whether the change is sufficient to make $10.50 dozen the quantity price is to be the issue. At any rate $1.50 each will become the leading retail price. Some furnishers have been obtaining as high as this for $9 value. Shirts costing $10.50 sell at this; 50c, 75c and $1 on $12 shirts is a high average. With the demand for better makes $2 and $2.25 garments are selling in larger proportion. The average is satisfactory on $15 and $16.50 a dozen. Merchants can readily see that if the outside profits on the regular quantity line falls off their opportunity is evident on $10.50 and better qualities.

The trend of new designs and styles is not expected to change so much in the samples being prepared as from the influence of style. Favorite cloths are only changed in design and contain the same neat and effective line stripes or highly mercerised plain cloths and fine flannels. One of the highest class novelties of the season, in men's shirtings is now being offered. It is included in the range of fancy weave Soisettes, (piece dyed) and consists of a ratine yarn stripe on a figured cloth. The stripes are shown in varying widths from a very fine pin stripe to nearly one-quarter inch wide. A jacquard figure is used between the stripes, and a remarkably neat effect is produced.

Flannels are expected to have an unusual demand in better grade shirts. Values start at $18 a dozen, but the designs and their clearness of color make values from $36 to $45 a dozen especially attractive buying. The designs are neat and favor the usual colors on cream or soft greys in varied stripes. French cuff and band collar styles are preferred, of course.

Plain, single pleat front negligees are selling well. Pleated styles are falling off. This is a manufacturer's advantage, but the trade are satisfied to meet the demands of their customers in this respect. Buyers are taking single pleat fronts and soft cuffs for a reason. The extra sale of collars with straight neckband shirts is in keeping with high class trade and for business rather than negligee wear. This will effect Fall samples.

Merchants can depend on finish, full size and novelties if they are willing to pay for these as they virtually do in any case. For instance in laundering and

(Continued on page 81.)

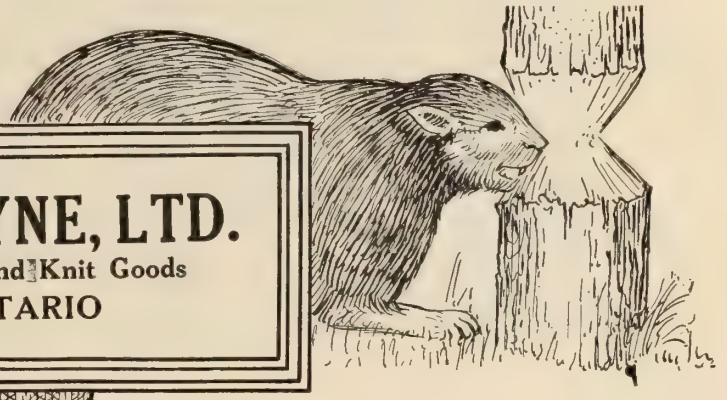


Style. No 4675

Right with the young men's ideas

BEAVER BRAND

Do you appreciate the fact that the young man's trade of your town is one worth going after? Do you realize that the younger generation are less conservative about their selection than their elders and are drawn to your store by offering them, not alone real value, but real smart styles? Beaver Brand Sweater Coats embody both style and value, which makes it possible to get all classes of good trade—the young man, the older man, the woman, the girl, the child. Our 1913-14 range will interest you. See it now.



R. M. BALLANTYNE, LTD.

Manufacturers of Beaver Brand Knit Goods

STRATFORD, ONTARIO



Notice To The Trade

WHOLESALE AND RETAIL

Mr. Dealer:

Did you ever compare "Arlington" Collars with any other lines which you may have in your store for

(1) Weight of materials?
(2) Strength of buttonholes?
(3) Proper balance of Collar?
(4) Space for adjustment of tie?
(5) General appearance of same?
(6) For satisfaction to your customers?

We have:

Challenge Brand .....@ $2.00 per dozen.
Rubber Brand .....@..1.80 per dozen.
Pyralin Brand .....@..1.50 per dozen.

All 33 1-3% heavier material than other lines offered to you. Examine and see who is giving you the best value, for your customer. before you buy any other than

"ARLINGTON COLLARS"

The Arlington Company

of Canada, Limited

58 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg





An "April Shower" Window in Selfridge Store, London, England.

Arranging "April Shower" Display

How effect of a downpour of rain in window can be secured—The idea could be carried out effectively at the present time in men's wear stores.

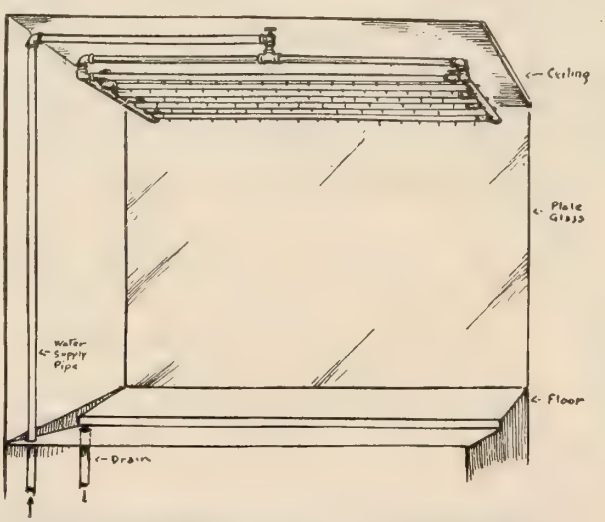
WINDOW display work has been put on such a high standard that it is becoming increasingly more difficult for a window trimmer, no matter how clever and resourceful he may be, to make his work "stand up." The opposition that a display man meets nowadays is infinitely superior to what he met with a few years ago.

Where neatness in arrangement and artistic handling of detail have been brought to so high a standard, it is necessary for the display man who desires to get ahead of his competitors, to find original ideas. Originality is becoming one of the most important qualities in the art of window trimming.

A distinctly original method of securing an original effect was devised last year by Selfridge, London, England. By roofing the window with perforated galvanized iron or tin and running a flow of water over it, a very realistic representation of a shower was given. The accompanying cut shows the window as it appeared when the water was turned on. It was impossible, of course, to show the effect of falling water in the photograph which does not, on that account, do full justice to the idea.

The other illustrations show exactly how the idea was worked out. As will be seen, the mechanism was fairly simple.

This display was designed for wet weather wear. The idea could be utilized by men's wear stores with splendid effect at the present time. A shower effect, used in conjunction with a showing of raincoats and umbrellas would be found a sure means of attracting wide-spread attention.



Showing plan of window after sprinkling apparatus has been installed.

The Art of Selling Expounded

(Continued from page 76.)

the "come back" spirit. Scrapping of any sort or kind, between any persons in the store, generally results in driving the customer away.

The proprietor is the "Boss," but he is not supreme authority to the customer, and what he says, and how he says it, has much to do with future business, for he it is who shapes the policy of the house, which includes the training of the salesmen.

Build up For The Future.

In all successful clothing stores, the future is considered in making the sale of to-day, and a policy to insure this result is made a part and parcel of the practice of each man on the floor. Sharp practices but defeat the end of successful selling, for they will be discovered and used against the firm which permits them.

Take the customer into the confidence of the house; regard him as a silent partner in the business, who will come back because his interests are carefully considered at all times and under all circumstances, for he is better served here than elsewhere. When I hear a proprietor complaining of the inattention and carelessness of his salesmen, I involuntarily think of the ill-mannered child, of whom the parent says, "I cannot control him." Each reflect the lack of care and exercise of good judgment in the bringing up.

The proprietor is but a single man, who has but two eyes and but two hands, which he may have trained ever so well, but it is the eyes and hands, as well as the brains of his salesmen, on which he must depend to sell his goods.

The act of delivering the merchandise to the customer and taking in the money is but the result of many contributing causes, and is the climax to the effort of the merchant to sell his goods, and if the salesman be not duly qualified for the work and sustained by the houses he will unmake the success of the business.

When you have bought poorly, not sold as you should have done; when you have, through not knowing, established a poor policy, neglected to drill and instruct your salesmen; in each case you will need to make a special effort to relieve the congestion. But it is far more profitable to have someone come to you in the capacity of a business counselor and a developer of your salesmen.

A Forecast of Fall Shirt Ranges

(Continued from page 78.)

special sizes or labelling. The garments offered can be turned out equal to any in competition. Manufacturers do not encourage these extras on the regular range, but with a satisfactory order are prepared to meet any conditions. In the past merchants have been offered extra finish at a minimum ratio of 50c a dozen. But buyers are not interested because they think the charge is extra. In the case of labels each furnisher can have his own monogram by supplying the labels. This is done without extra charge where placing orders are large or fairly representative of the turnover.

Claresholm, Alta.—Geo. Buck, of Buck & Howson, High River, has purchased the ladies' clothing stock of W. D. Annable.

Lindsay, Ont.—Ed. C. Armstrong has opened a new clothing and furnishing store.



Pipes above window used in securing shower effect.

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto.

Editor of Dry Goods Review: "We notice in last Dry Goods Review that in reply to an inquiry the address of the firm making time recording clocks is not given. Kindly have them send catalogue and prices."

The International Time Recording Co. of Canada, Limited, 19 Alice St., Toronto, is the correct address. B. L. Monkhouse, McKinnon Bldg., Toronto, has German imported time clocks. We have advised both firms to send catalogues and prices.

Editor Dry Goods Review, Montreal. "Will you kindly give us the names and addresses of firms, who handle presses or balers for waste paper. 'Phone them to mail catalogue and price list and oblige."

The following firms handle paper balers: Toronto Type Foundry Co., of Toronto and Montreal; Page Wire Fence Co., Walkerville, Toronto.

Editor Dry Goods Review. "Kindly furnish us with the address of "Peabodys", manufacturers of men's overalls."

Peabody Co., Ltd., Walkerville, Ont.

Editor of Dry Goods Review. "Will you kindly inform us as to the makers of the best tennis shoes to be had in Canada."

The Gutta Percha & Rubber Mfg. Co., Miner Rubber Co., Ltd., and Consolidated Rubber Co. all handle tennis shoes. Write their Toronto offices.

"Who manufacture a very low-priced line of sheets and pillow slips? We want something suitable for summer cottages."

Diamond Whitewear Co., Montreal. Any of the jobbing houses have lines suitable for this trade. Write the Canadian Converters Co., Ltd., Montreal.

Editor Dry Goods Review. "Kindly send us the addresses of some good houses who tailor ladies' made-to-measure suits.

Very few firms are anxious for special order business in women's ready-to-wear. We understand that several manufacturers provide their clients with measurement charts, samples of materials, and prices for their models. A half dozen or a dozen styles are stocked by the merchant, and these samples augment the service. Write the following firms: M. Pullan & Sons, Toronto; Robinson Fashion Co., London, and Bloor Ladies' Tailoring Co., Toronto.

Editor of Dry Goods Review. "Please tell us where we can sell baled waste paper."

To the Northumberland Paper and Electric Co., Campbellford, and The Trent River Paper Co., Glen Millar, Ont. We understand they pay from $9 to $10 a ton f.o.b. destination.

Editor Dry Goods Review. "Kindly tell me, where I can buy children's pongee silk rompers; women's tennis dresses in white flannel and yachting suits. Who makes the line of waists shown on page 22 in the January 15th number? also women's and children's parasols?"

Princess Garment Co., Toronto, make pongee silk rompers. Ladies tennis dresses in white flannel or serge, and yachting suits are shown by H. C. Boulter Co., Toronto. Similar waists to those in January *Dry Goods Review* are supplied by Doherty Manufacturing Co., and Ladies Novelty Co., Toronto. Irving Umbrella Co., Toronto, have a full range of women's and children's parasols.

Wm. H. Leishman & Co.
Limited

Ready for Service Clothes require no apologies from your salesman to your customer. The reliable quality of fabrics and materials, the correctness of style and fit in our garments gives you the confidence required to make selling easy.

Our Special Order Department is rapidly growing in favor and we are receiving hundreds of orders weekly from the best merchants throughout the country. If you have not already inspected our range of samples drop a line to

Wm. H. Leishman & Co., Limited
Wholesale Custom Tailors
119 Adelaide St. W. - - Toronto

Makers of the best tailored Garments for Men

Join the bo

Thirty-Three Va



Handsomely Engraved Silver Loving Cup.

10 Gold and Silver Medals.

Cash Awards.

2nd Annual Contest 1913

OPEN TO WINDOW TRIMMERS, CARD-WRITERS AND ADVERTISERS

Awards to be made at the August Convention, Canadian Window Trimmers' Association.

C. W. T. A. Window Decorating Contest.

Classification of Prizes:

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

ORIGINAL WINDOWS.

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

MERCHANDISING WINDOWS.

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

HOLIDAY OR OPENING WINDOWS.

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

MEN'S WEAR WINDOWS.

Class 5—Open to men's wear trimmers of Canada.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

ys this year

luable Prizes

FLORAL DECORATIONS.

Class 6—

1st Prize - - - - - $10
2nd Prize - - - - - $ 5

For best window or interior decoration, artificial flowers being used.

BEST COUNTER OR LEDGE TRIM.

Class 8—

1st Prize - - - - - - $5

For the best arranged overhead or counter trim of merchandise from any department.

BEST GROUPING OR DRAPES.

Class 7—

1st Prize - - - - - $5

For the best display of drapes or ready-to-wear grouping arranged in the department windows or cases.

BEST BACKGROUNDS.

Class 9—

1st Prize - - - - - - $5

For the best background setting used during the year, for anniversary, opening or sale.

TERMS OF CONTEST:

(a) Trimmers are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.
(b) Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.
(c) Photographs must be of this year's work, since August 1st, 1912, and must not have been submitted in any other contest.
(d) All photographs to be forwarded to the secretary by August 1st, 1913. Pictures will be returned to contestants after the Convention, if requested.
(e) Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.
(f) All windows to be judged under numbers, any identifying marks must be removed.

C. W. T. A. Cardwriting Contest

CLASS 1—FANCY WINDOW CARDS (General).
First Prize—C.W.T.A. Gold Medal.
Second Prize—C.W.T.A. Silver Medal.

CLASS 2—AIRBRUSH CARDS.
First Prize - - - - - - Cash $5.00
Second Prize - - - - - Cash $3.00

CLASS 3—ORIGINAL HOLIDAY CARDS
(Christmas, Easter, Thanksgiving).
First Prize - - - - - - Cash $5.00
Second Prize - - - - - Cash $3.00
Third Prize - - - - - - Cash $2.00

CLASS 4—PLAIN SALE CARDS (General).
First Prize - - - - - - Cash $3.00
Second Prize - - - - - Cash $2.00
Third Prize - - - - - - Cash $1.00

CLASS 5—ALL PEN LETTERED CARDS.
First Prize - - - - - - Cash $3.00
Second Prize - - - - - Cash $2.00
Third Prize - - - - - - Cash $1.00

CLASS 6—PEN LETTERED PRICE TICKETS.
(In groups of six)
First Prize - - - - - - Cash $2.00
Second Prize - - - - - Cash $1.00

CLASS 7—AIR BRUSH PRICE TICKETS.
First Prize - - - - - - Cash $2.00
Second Prize - - - - - Cash $1.00

TERMS OF CONTEST:

(a) Cards entered must be first used in merchandise displays.
(b) Not more than two cards to be entered in class 2, and 4. Not more than three cards to be entered in class 3, and not more than six cards in classes 1, 5, 6, and 7.
(c) No air brush cards to be entered in any class except 2 and 7.
(d) No contestant can enter more than three classes.
(e) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet 22in.x28in.
(f) No card to be entered in more than one class.
(g) Each card must bear the number of class in which it is to be entered, but not the contestant's name and must be sent not later than August 1st, 1913.

C. W. T. A. Advertising Contest

CLASS 1—GOOD ADVERTISING.

First Prize - - C.W.T.A. Gold Medal Second Prize - C.W.T.A. Silver Medal

Awarded for the best all-round advertising, including general publicity opening and sale announcements.

TERMS OF CONTEST:—

(a) Announcements must have appeared this year.
(b) All copy must be original.
(c) Not more than six examples to be entered in contest. (d) All ads. to be judged on points: 1—Editorial and descriptive text; 2—Layout; 3—Typographical effect; 4—Originality of ideas.

Contestants must be members of the C.W.T.A. and staff employees in Canadian stores.

Contests close August 1st, 1913. The award committee decisions to be final.

All photographs, show cards and advertisements to be available for publication in Dry Goods Review.

Canadian Window Trimmers' Association

143 University Ave. **Toronto**

How Stout Men Should Dress

Some rules which should be observed in the selection of material and color as well as fit—Size can be "toned down" in many ways successfully.

AN interesting article on the proper garb for men of ample proportions has been written by the Editor of Tailor and Cutter. It reads as follows:

'Fat, fair, and forty' is the description given of many a lady who has passed the half-way milestone of life. The first and last adjectives apply with equal force to the sterner sex, for, owing to certain physiological changes, there is a decided tendency with both sexes to put on flesh when the fourth decade has been passed.

The active athlete has to realize that, as a rule, he is 'too old at forty' for the arena, and most men are content to slow down at that age and take life easier. As a general rule, too, men have made their mark and achieved some degree of success by that time, so that they are able to indulge themselves in the pleasures of the table, and, as they also refrain from the more active exercises, it is not surprising if occasionally they develop those aldermanic proportions which entitle them to be called 'stout.'

Whilst realizing all this, we fully recognize there are freaks in whom the adipose tissues develop unduly in childhood and youth—as, for instance, the fat boy of Peckham—but these are the exceptions, just as it is unusual for a man to retain the same waist circumference at forty-five that he had at twenty-five.

The tailor knows that the majority of his customers who have reached their prime develop a certain degree of stoutness, when attention to the art of dressing becomes of the utmost importance.

No gentleman of modern times realized this to a greater extent than His Majesty King Edward VII., and certainly no one has set a better example of how a stout man should dress than he did, for he was not only known as the first gentleman of Europe, but he richly deserved that title.

It is a very great mistake for a stout man to go to a cheap tailoring establishment. There are so many arts and devices that can be brought to bear by skilled workmen in the making up of a stout man's clothes that are not otherwise obtainable.

BEST MATERIALS.

The materials selected should have the following qualifications:

1. They should be dark, because the darker the color the more it absorbs the light which falls on it, and so reduces the apparent size. Consequently, black, dark blue, dark grey, are the most suitable shades.

2. They should be of a dull surface rather than a shiny or glossy one, for the same reason—namely, that it absorbs the light; but the dull surface should not be too rough, or it will counteract this and impart to the wearer that size which every effort is being made to apparently reduce.

3. It should be of the neatest possible description, for anything obtrusive would call attention to the wearer, and that is not wanted, his bulk being quite enough for this.

This feature applies to the pattern of the clothes and also to the finish of the collar. For instance, broad braiding should not be employed, but if binding is used it should be of the narrowest description, and even this should be avoided if the wearer is very stout, in which case the edges should be made up as neatly as possible.

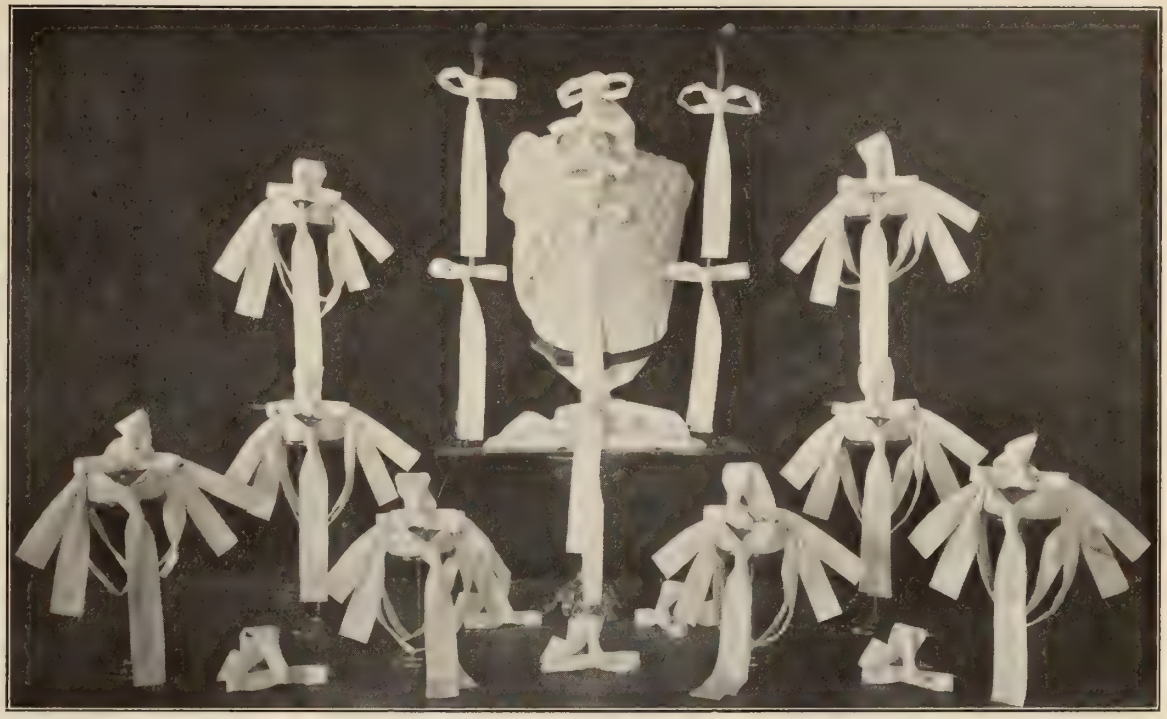
If they desire any pattern in the cloth they select, then all kinds of checks must be scrupulously avoided, for, however neat it may be, their tendency is to add to the appearance of width, without adding proportionately to the wearer's height, the principle involved being that lines add to the length or width of the figure according to the direction in which they run; and realizing this, then, if there is any pattern at all, it should be of the nature of a very subdued and indistinct vertical stripe, but even here it cannot be too strongly emphasized that the quieter and more unobstrusive the clothes are the more becoming they will be for this class of figure.

PLACEMENT OF THE SEAMS.

A very great deal may also be done by the placement of the seams, and this is where the skilled tailor is able to exercise his art. If the garment is a lounge, the side-seam is carried high up; if it is a body coat, this is done still more, and the side body is also kept on the narrow side, and, in extreme cases, an extra seam is introduced under the arms and also a short one in the front, which not only improves the fit, but also tends to give the appearance of more height to the wearer.

Another plan that should be adopted by all stout men is to direct attention to the extremities of the limbs by wearing something that reflects the light. In this way the late King improved his appearance considerably. He wore white spats, which showed the least possible amount below the bottom of his trousers (he never wore his trousers turned up). He wore a white slip round the neck of his vest, and allowed a sufficiency of white cuff to show below his coat sleeve to give the utmost appearance of length to his arms. In addition to this, he wore a silk hat or a white felt "topper," either of which added to his apparent height, the result being that, although he was 45 in. chest, he did not appear anything like that size.

Smart Units for Seasonable Trims



The early showings of the midsummer season are anticipated by this grouping. Each of the smaller units is practically the same. The material in the neckwear and suggested shirt are alike. The combination of wing collars and larger shapes in wash ties is unique. The idea can be featured in bringing out the style trend as represented in the store merchandise as an exclusive setting. Such an arrangement is built up indefinitely as long as the centre unit is introduced to relieve the monotony. A simple contrast of color is added by using men's belts either on unit in centre or separate stands. The display stands in brass and glass complete a smart showing.

SUITABLE STYLES.

As a general rule, it is well for stout men to avoid double-breasted garments, for the over-lap and the two rows of buttons tend to add to the appearance of the bulk; and in order to obviate this and still retain the smartness of the double-breasted style of fronts they are often cut no larger than a single-breasted one, so that, although they are finished with the usual set of buttons and button-holes up each front, as for a d.-b., yet they are only held together by the shanks, or they may be of a special make. For instance, King Edward's onyx links were famous, and were invariably used by him with the grey frock coats in which he so often appeared at Epsom.

In evening dress the lapels of the coat should not be too wide, nor the fronts cut too large, and the silk on the lapels only brought to the end of the holes, so as to introduce an extra vertical line. The vest ought certainly to be of black, and the amount of shirt-front shown should be on the small side, and if braid is employed down the side-seam of the trousers it will be an advantage.

For morning wear, one of the most appropriate styles is a dark blue serge lounge suit, with narrow stitched edges and fronts neatly rounded away at the corners.

MORNING COATS AND OVERCOATS.

For morning dress the frock coat and morning coats worn in conjunction with a single-breasted no-collar vest of black or dark grey vicuna, and dark grey, neatly-striped trousers, are the correct thing. The coat should be of ample length, reaching at least to the bend of the knee, whilst the trousers should be of the most moderate width consistent with the

A Dollar Stretching Sale Suggestion



Savings and the assurance of values are two of the attractive mediums for a successful event. This trim contains all the features of a clever grouping and is sales producing because of the originality. The units are balanced and the contrast can be improved by the arrangement of seasonable hats, neckwear, gloves and requisites to match. The purchasing power of a dollar can be shown in several ways and is elaborated on by carrying out the same scheme in advertising, streamers and neat window cards with prices. In this instance unique cut-out signs are used to accentuate the idea. Sales results depend on the ingenuity of the trimmer in applying the scheme to his necessities.

size of the wearer, and at the same time avoiding all suggestions of a 'horsey' character.

The most suitable overcoat is the semi-fitting Chesterfield with fly-fronts, finished in the neatest style and having single stitched edges. Particular care is needed in making a garment of this description, in order to avoid an excess of drapery at the fronts, which is very likely to exist unless skilful methods are employed to prevent it.

As a general rule, all wadding and packing should be carefully avoided, yet it may sometimes be employed with advantage just below the front of the armhole, at which part the stout figure is often very poor, and if the breast is thus up a bit it reduces the prominence of the waist, and so improves the shape of the wearer. For this reason, too, a moderate amount of ease at the chest is permissible, though the waist should have no surplus size at any part.

Whatever inside pockets are inserted should be placed well backward and to point towards the side, so that if anything is carried in them it should not add to the appearance of bulk in the front.



Styles Worth While

AND VALUES TOO

There is a reason behind every "Beaver Brand" style, or it would not be included in our showing. There is a distinctive style feature backing every garment, which makes this line famous throughout the Canadian Knit Goods trade, a feature which is augmented by a quality that is far removed from the ordinary values.

We make a complete range of all kinds of Knit Goods, including Sweater Coats, for men, women and children, Mufflers, Toques, Scarfs, Mittens, Gloves and Hosiery, etc. To fill your smallest order is a pleasure to us and will receive our prompt attention.

BEAVER BRAND

R. M. Ballantyne, Limited

MANUFACTURERS OF
BEAVER BRAND KNIT GOODS

STRATFORD



The Bloomer That Pleases The Boy

is the kind of bloomer to build up your boys' clothing business upon. The neat stylish fit of the Jackson Bloomer combined with its high grade materials, make it a most profitable line for a dealer to handle. Our new lines for Spring and Summer trade displayed in your store will take the boys' clothing business of your town by storm.

Write for catalogue and samples.

The Jackson Mfg. Co., Clinton

FACTORIES:

CLINTON GODERICH EXETER ZURICH



THE HIT OF THE TRADE

44 Shades in $4.50, $6.50 shapes, 7 day delivery.

Use the show card as above,
14 x 11, 4 colors and embossed

Neckwear Department

Crescent Mfg. Co.

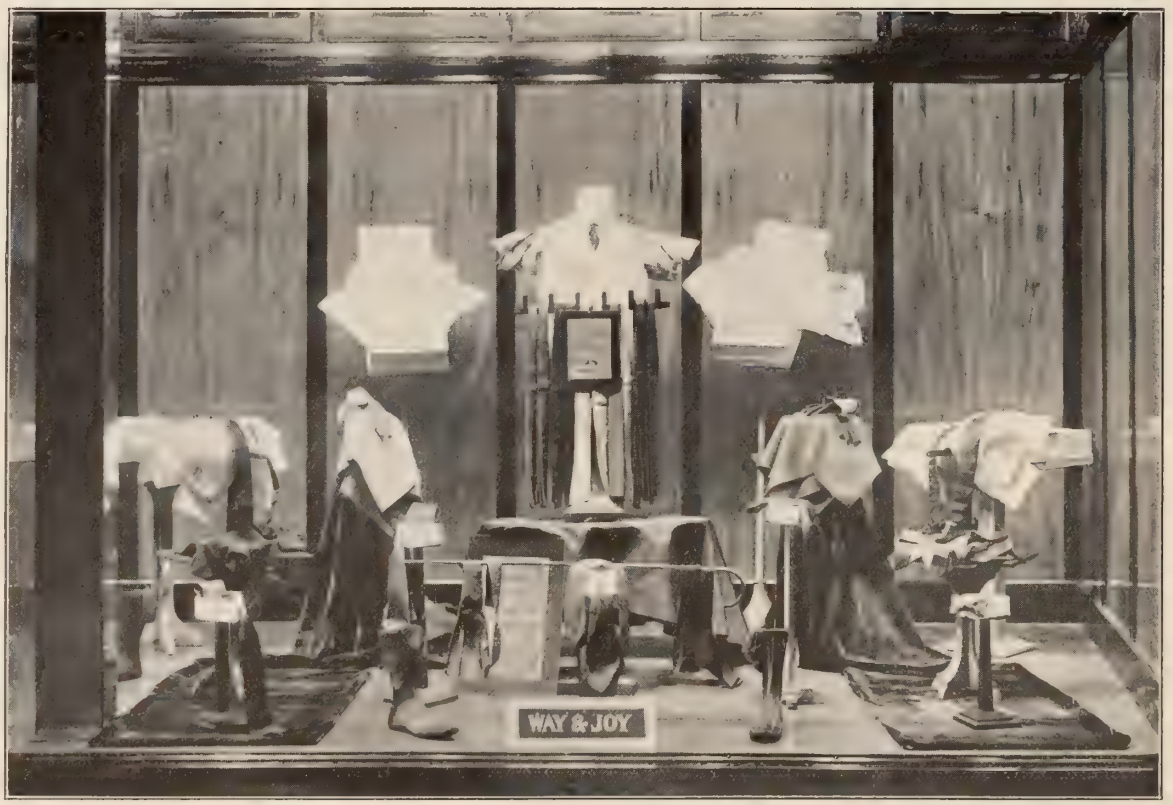
Limited

MONTREAL

Initial Trims by New Men's Wear Shop



Combined suits, materials and accessories featuring semi-ready and made-to-measure clothing in new corner windows.



Units of shirts and neckwear in smart styles on up-to-date stands and window fixtures. The arrangement is effective before the panelled background as a permanent setting. Courtesy Way & Joy, Hamilton.

"DEACON" Flannel Shirts For Fall

can be bought at old prices if orders are placed early. Owing to increased prices of raw material, prices have advanced, and in consequence new prices will have to prevail. Look over your stock and protect yourself for next Fall. We are showing best possible range in:—



Military Flannel Shirts, with Reversible Collars, at $13.50 and $15.00 per doz.

Plain Navy Blue Flannel Shirts, with Reversible Collars, at $12.00, $12.75, $15.00, and $18.00 per doz.

Plain Grey Flannel Shirts, with Reversible Collars, at $9.00, $10.50, $12.00, $13.50, and $15.00 per doz.

Special Heavy Black Serge, with attached Collars, at $8.50, $9.00 and $10.50 per doz.

Tweeds, Meltons, Serges, Drills, Sateens, Oxfords, Khaki Drills and Serges.

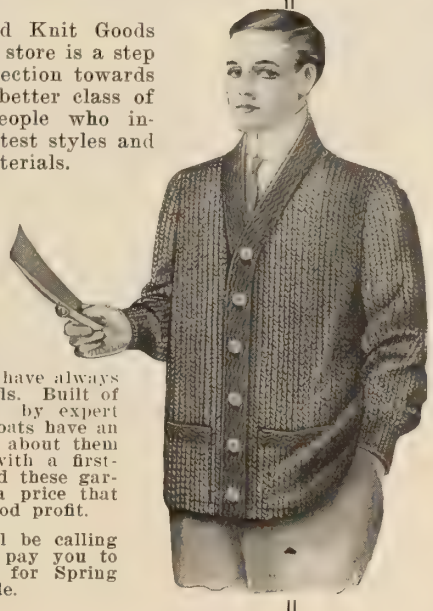
Travelers are now on the road. We guarantee every shirt.

The Deacon Shirt Co.

BELLEVILLE, ONTARIO

Sweater Coats Of Distinction

Dominion Brand Knit Goods stocked in your store is a step in the right direction towards catering to a better class of trade—young people who insist upon the latest styles and best quality materials.



Dominion Brand

Sweater Coats have been on the market for many years, and have always met these demands. Built of high-grade yarns by expert workmen, these coats have an air of distinction about them that goes only with a first-class article. And these garments retail at a price that ensures you a good profit.

Our traveller will be calling on you. It will pay you to see our samples for Spring and Summer trade.

A. BURRITT & CO.

Dominion Mills

MITCHELL - ONTARIO

Two New Suspenders

"THE PEERLESS"

"THE FIT-RITE"



Comfort in these two styles of suspenders is the paramount feature. In the case of "Peerless" suspenders the comfort is derived from the automatic self-adjustment of the double sliding cord at the back. The comfort obtained by the use of the "Fit-Rite" is the result of the ability to adjust the suspender at five different points, and the eliminating of the draw from the sides which is usual with adjustable suspenders.

Price for "Peerless," $2.10 per doz. Special price, $2 per doz. in five box lots. "Fit-Rite," $4.00 per doz. Special display rack with orders of 3 dozen or more.

Send to-day for sample dozen.

The Canadian Suspender Manufacturing Co.

92 PETER ST. TORONTO



This attractive unit appeared in the store window of S. A. Horwitt, Montreal.

"KING EDWARD" SUSPENDERS

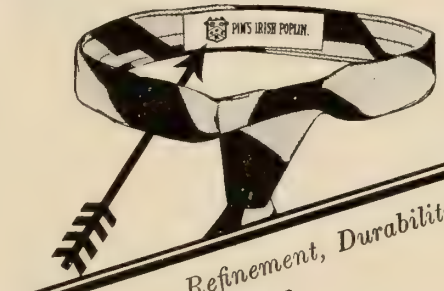
Retail 50 C. Price



Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

PIM'S
IRISH POPLIN



For Distinction, Refinement, Durability, select

PIM'S IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers, William Street, Dublin.
Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg., Montreal.

IMPERIAL BRAND PURE WOOL UNDERWEAR



will help you meet the keenest competition

and only the merchant in a live town or city knows the strenuousness of keen competition and what real value means to him in trying to meet it.

If you are content to go out after profit alone you will find you will have the underwear on your hands with the profit all eaten up, but if you look to your customers' interest as well as your own, no amount of opposition will affect you.

"Imperial Brand" high grade is the result of years of specializing on men's underwear. It is the result of our aim of unparalleled service and values that defy competition. Let us submit samples of men's natural wool, elastic knit and high-grade Imperial for your Fall trade. Men's double thread Balbriggan underwear for your Summer business.

KINGSTON HOSIERY COMPANY
Established 1880
Kingston, Ontario

Take The Dealer Into Your Confidence

approach him, post him about your plans and your merchandise through his trade paper before you advertise to his customers. He will appreciate this action on your part and you will get his co-operation. Don't try to force him. Get his good will and you will have a selling power behind your product that you will never get by any other means.

Remember

that many of his customers knew him even before they knew you, and they will most likely take his word as to the quality and superiority of merchandise offered. In a word, get the dealer on your sales force.

Merchants and Buyers

get the habit of reading the advertisements each issue. They contain valuable information about goods you should know about.

Clerks

get familiar with the selling points of the goods you have in stock. Many good selling arguments are found in the advertisements in the "Review" each issue.

S. D. COLLARS



Add Style to Service and Multiply by Comfort

The result will be the famous S. D. waterproof real linen collars. In other words S. D. Collars give entire satisfaction to both the wearer and the merchant who sells them. They eliminate wholly the cost of laundering because being waterproof they are cleaned easily with soap, water and sponge. No breakage, no odor, three qualities.

Linolo at $2.00 List
Lima " 1.50 "
Peerless " 1.25 "

Made in linen, gloss and dull finish. Sizes, 12-18.

Write for catalog and discounts to-day.

The Smith-D'Entremont Co., Limited
1475-77 Queen Street West - - Toronto



Dr. Neff's

—the underwear you have been hearing about

SOFT, yet firm, close fitting, yet as comfortable as though it grew there—that's Dr. Neff's famous Underwear.

You no doubt have heard of this widely known brand of sanitary, health-promoting underwear—nothing to equal it in the underwear world. Made in two-piece and union suits. Send for samples today and plan on your next Fall's business.

THOMAS WATERHOUSE & CO., Limited
Ingersoll, Ont.

Messrs. Mosey & Urquhart, Toronto, agents for Ontario; John W. Peck & Co., Winnipeg for Manitoba, Saskatchewan and Alberta, John W. Peck & Co., Vancouver for British Columbia and the Yukon.



(Made in France)

Guaranteed for one year.

S. E. Porter & Co.

Sole Agents for Canada.

Complete Stock on Hand

at

"Birks Building,"
MONTREAL

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates



No. 265C complete with card holder $13.50
No. 265 Without card holder Price, each $12.50

NO. 265 C. Revolving Mantle Rack

The most practical rack ever manufactured for Cloak, Suit or Skirt Departments.

Keep your stock in full view of your customers if you wish to sell your goods, if not shut them up in cabinets.

Most of the big stores and hundreds of small stores are using our revolving racks and would not think of changing.

Write for our catalogue

Clatworthy & Son, Limited
161 King St. W., TORONTO

The Importance of Prompt Collections

Dealer in railroad town recites the steps he took to protect himself from "dead beats"—Kept book debts down to the minimum—An amusing incident.

THE making of collections is a very broad question and so many factors have a direct bearing on it, that every man has to solve the question for himself. Many good pointers have been developed during this discussion that will materially assist dealers in handling this problem. I am not writing to give advice, but want to tell how I solved this problem when I started in business for myself some years ago.

About five years ago, I purchased a business in a "railroad town" of about 7,000 population. Now, any dealer who is doing business in a "railroad town" will know what I mean by that term, but to the uninitiated I will explain. It is a division point on a railroad where a large number of their employees reside. These men are paid regularly once a month and use this fact as a lever to get credit from the local dealers. Very few of them pay cash. Why this should be, was always a mystery to me, as they invariably draw good-sized salaries; but it is a case of "easy come, easy go," with the dealer very frequently getting the "go by."

The business I had just purchased was a credit business and immediately I had my problem, "Cash or Credit," to solve. Knowing the troubles of other merchants in this regard and the many failures of business men in this place, I naturally favored a strictly cash business. But on my predecessor's books were a large list of credit customers that I would surely lose if I adopted the cash system. After much thought and deliberation I adopted the following plan.

To all outward appearances I would run a cash store and endeavor to work the credit customers gradually into paying cash. I went over my predecessor's books and picked out the customers who had paid regularly, in full, each month for two years. All these, which numbered about 35 out of over 200 accounts on the books were given credit. All others were firmly refused. Knowing of the army of chronic "dead beats" in this town, I made a resolution to the effect that "No new account would be opened for three months." With these plans and resolutions the doors were opened for business, and my troubles began. I really believe that every "dead beat" in town came to deal with me. Credit was firmly but resolutely denied and the reason given that the customer was not known and anyway I had all the customers I cared to handle. In this way I kept them coming and paying cash with the idea that perhaps they would get a chance at me later on. I must say that this plan of not opening any new accounts saved me hundreds of dollars. Those 35 accounts I had culled from my predecessor's customers were ideal ones, being paid up in full regularly each month. I never lost a penny with these.

Added New Accounts.

At the beginning of the fourth month I added about ten new accounts. These were the very pick of my cash customers and their standing had been carefully looked up and found to be excellent. Soon as the public got the impression that it was hard work to get credit from me and that you had to go through a lot of questioning, my store developed into a kind of "credit aristocracy" store and I had the pick of all the accounts worth while in that town. My trade doubled in six months and 60 per cent. of my business was cash trade which speaks well for my system.

Losses Were Small.

When I sold out my business I only had accounts totalling $997, although I had a monthly turnover of about $3,500. I sold out in March, collecting all but $74 within 18 days and within two months had it all but $20 which amount was divided in small amounts that I could have easily collected but as the owners needed the money more than I did, I wrote them off the books. This proves the quality of my accounts and the efficacy of my plan of handling this problem.

Next door to me was a lumber merchant who had the reputation of being the best collector in town. His method was simply calling in person for his money the day and hour it was due. He never missed the day and never called the day before or the day after. He was always on the job the minute the money was due and by being there, got it.

Bookkeeping Systems.

I received my training in a general store in the country. It was a large store and had about 600 active accounts. The collection of these accounts was a serious problem. I remember when they used the old form of bookkeeping; Day Book, Journal and Ledger. Every month the accounts had to be written out again, taking one man about all his time making these out. To get any particular account you had to put a request for it about a week ahead. At this time the accounts would total from $6,000 to $7,000. Shortly after I became identified with this store they changed over to the loose-leaf system. It was a great surprise to see the speed with which those accounts were gotten out at the end of the month. All the bookkeeper had to do was to add up the sheet and tear it out. He always had the accounts ready by the evening of the second day. The result was the reduction of the outstanding accounts from $6,000

or $7,000 to $3,000 or $3,500, simply by having the accounts ready when the people had the money to pay them.

AN AMUSING INSTANCE.

I recall one amusing instance that shows the attitude of the old-time farmer. During the depression of 1907 we were sorely in need of ready cash so myself and another clerk were sent out to make collections. On my list was a farmer named John White who had owed us $25 for over a year. Although we had pushed him hard for it, we had not been able to get payment from him. I told Mr. White what I wanted, but he said he couldn't pay just then. I used every argument and persuasion to get him to loosen up, but in vain. At last, in desperation, I told him our position and said that unless we got the money from him we would have to borrow from the banks paying them 8 per cent. Say! it was funny to see that old codger's ears prick up at the mention of that 8 per cent. I saw my opening and laid low for his next move. "Would you like to borrow some money at 8 per cent." he cautiously inquired. "Would we, well I just guess we would and would even pay 9 per cent. to get $200 this afternoon," I eagerly replied. "Well, if you will pay that interest I will lend you $200." And he went away to get the money. Think of that! The old fox had the money in the house and wouldn't pay up, but his greed was his undoing. He returned with a roll of bills that would choke a cow. He peeled off twenty ten dollar bills and must have had at least thirty more. I wrote out a receipt for "One Hundred and Twenty-five" dollars and handed back $68, keeping $7 out, for interest on our account for one year. Was that farmer mad! Well, he fumed and foamed, hummed and hawed, was going to thrash me, but I stuck to my guns, berating him for his deception, and came home with the money.

The trouble with the retailers is that they do not give their accounts individual scrutiny as is done in a wholesale house. If each account was passed upon individually the retailer would suffer less from "Bad Debts."

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

ANNUAL MEETING OF PENMAN'S, LTD.

The seventh annual meeting of Penman's Limited, was held on Mar. 3, in Montreal. The meeting was presided over by D. Morrice and directors were re-elected as follows: D. Morrice, president; C. B. Gordon, vice-president; E. B. Greenshields, V. V. E. Mitchell, R. B. Morrice, J. B. Black, J. R. Gordon, H. B. McDougall, directors, R. Thomson, a former director retired from the board and there was no election to fill the vacancy.

The feature of the annual statement was that the earnings of the company for 1912 were 10.35 per cent., as compared with 7.61 per cent. in 1911. After making the usual provision for bond interest, bad debts written off, and old machinery scrapped, net profits for the year amounted to $287,216.11, compared with $228,288 in 1911.

ANNUAL MEETING OF MONTREAL COTTONS, LTD.

The annual meeting of the Montreal Cottons, Limited, was held in Montreal, Feb. 26, when a very satisfactory statement of the years business was presented. The report stated that in spite of the high price of raw materials, keen European competition and a further curtailment of hours of labor due to provincial legislation, the business of the company in 1912 was excellent and present indications point to a continuance of prosperous times in the cotton industry. The sales of the company in 1912 were $180,000 in excess of those during the previous year. The manufacturing profits were $382,933 as against $291,277 in 1911. A surplus of $2,031,728 was shown.

The retiring directors were re-elected as follows: S. H. Ewing, C. B. Gordon, H. S. Holt, W. C. Finley, F. W. Molson, F. Orr Lewis, Hon. R. Dandurand, J. P. Black and A. H. Gault. S. H. Ewing was re-elected president, C. B. Gordon, vice-president and J. Lowe, jr., secretary-treasurer and general manager.

CHARLES KURZEMAN ENTERTAINS PARISIAN COUTURIERS.

Charles Kurzeman, of Kurzeman's 5th Avenue, New York, before setting sail from France, entertained a number of the members of the newly formed Paris Dressmakers' Association at the Ritz at dinner. The dinner was given to celebrate the conclusion of the negotiations between the Parisian dressmakers and their New York customers relative to the shipping of Paris models direct so as to prevent improper copying.

Among the guests present were Mesdames Paquin and Jeanne Lauvin, M. Doeullet, President of the Association, Jacques Worth, Vice-President, Paul Poiret, M. Redfern, and Jean Worth.

IMPORTANT BUSINESS CHANGES.

A change of ownership in the Standard Hair Co., of Montreal, is announced. Heretofore the Canadian business was conducted as a branch of the New York company, of the same name, which in turn was controlled by an English firm. The business has now been taken over by E. Biefer and A. Strub, formerly managers of the old company's Canadian branch.

In taking over the business they will retain their buying relations with the English company and the supply of raw materials will be secured from the same sources as in the past. Both the new owners are young and energetic and are well-known to the Canadian trade. They are desirous of meriting the continued confidence of the trade and buyers may rest assured that their orders will receive the same careful attention as in the past.

Although the new owners only assumed the direction of the company on their own account about a month ago there has already been a marked increase in sales and the outlook is particularly bright. At the present time they are supplying the trade

through the leading wholesale houses of the Dominion and by studying closely the trend of fashion they are usually the first in the field with new designs and styles of attractive hair goods. Several new designs for spring are now ready and in the hands of wholesalers throughout the Dominion.

D. J. A. SHIRTINGS.

In the textile world there are few firms more widely known then Messrs. David and John Anderson, Limited, of the Atlantic Mills, Bridgeton, Glasgow. Theirs is a name familiar to buyers of high-class shirtings the world over, and their "D. J. A." trade mark is regarded as the token of highest quality to the shirting trade. The firm dates back to 1822, and for certainly 60 years the firm have had an almost world-wide reputation as manufacturers of shirtings to meet the requirements of the best class trade. The "D. J. A." cotton shirtings are shown in an enormous range. This is a necessity in the best class trade where buyers look to secure exclusive styles. The cloths are the finest made, and the dye is the best that art and science can produce. The quality is uniform—the highest possible. These remarks are equally true of their all-wool taffeta shirtings, and the great variety of weaves which they show in cheviots, fancy mattes and ceylons.

MONTREAL TRADE NOTES.

Gus. Harries, recently resigned his position in the sales force of Greenshields, Limited, Montreal, to join his brother, A. Harries, in the Canada Paper Box Co. Mr. Harries had been with the firm 33 years. The directors of Greenshields, Limited, presented to Mr. Harries, a silver vase suitably inscribed and his fellow employees made him a presentation of a cabinet of silverware.

J. A. Richard, President of Fashion-Craft Manufacturers, Limited, Montreal, clothing manufacturers, gave a banquet to the officers and visiting agents of the company a few weeks ago in the St. Regis Hotel. Mr. Richard announced, during the evening, that plans had been completed for the erection of a new factory to cope with their growing business. Addresses were also made by Eugene Richard, manager of the company; P. Belanger, Toronto; R. Weir, promotion manager; Mr. Jacques, designer; J. H. Dube, Max Beauvais, H. Irving, H. Austin, European buyer; S. Munro, secretary-treasurer, and Dr. Boulet.

IN NEW FACTORY

Frank W. Robinson, Ltd., are now installed in their new factory at the corner of Bathurst and Wellington Streets, Toronto. They occupy the entire 3rd floor. Several new Shaker and flat-bed knitting machines have been added. Offices, sample rooms and a large airy workroom are equipped with modern facilities both for manufacturing and showing a growing line of sweaters and knitted novelties. The firm intend to develop their range to include women's and childrens "tailored-knit" garments. This year's output is being largely increased.

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IT WILL PAY BUYERS

to purchase their wants from manufacturers and wholesalers advertising in the "Review." They represent the good houses in their particular line.

Progressive manufacturers usually have the best values. Progressive manufacturers advertise.

KEEP OUT!

"KEEP OUT!" used to hang as a sign on every factory door. The old idea of secrecy in business made it seem a crime to show outsiders processes, materials, and methods of manufacture.

Now the white light of publicity is being let in by those who depend on public favor for business profits and business growth. The "Keep out" sign is disappearing from the factory doors and the "welcome" sign is taking its place.

Candor and honesty form the backbone of modern Advertising. Men tell the truth, and it pays. Modern selling relies more and more on the confidence and good will of the buyer.

To-day, eyes are too sharp and intelligences too keen to make deceit possible. Absolute frankness in Advertising is the straight road to confidence. The public demands the light; it abominates and fears darkness.

To-day, many canning factories, packing houses, bakeshops and public kitchens welcome visitors, concealing nothing.

To-day, many public service companies use the publications to tell the truth about themselves.

To-day many big industrial enterprises are open without hindrance to the inspection of an interested public.

To-morrow, many more companies, depending for their success and prosperity on public confidence, will lift the curtains that veil their board and work-rooms—they, too, will come to printing candid advertisements.

The public may overlook, but does not forgive, a lie or an abuse of its confidence. The public regards with suspicion those who attempt to serve it in secrecy and silence. The public is repelled by juggled facts or befogging words. The public rewards with its favor and money those who tell the truth. It walks and shops where the light shines and where the paths are straight.

Throw on the light!

Advice regarding your advertising problem is available through any recognized Canadian advertising agency or the Secretary of the Canadian Press Association, Room 503 Lumsden Bldg., Toronto. Enquiry involves no obligation on your part—so write, if interested.



A NEW SUCCESS SHAPE: "BORDEN"

THIS is the latest addition to the Success range—a very smart, clean-cut shape with small "wing."

The "BORDEN" is essentially correct for formal wear—but is also a special favorite for general wear—a thoroughly comfortable collar. Made only in 2¼ in. height. Keep your collar department right up-to-date: **Ask your wholesaler for "BORDEN."**

The Canadian Converters' Co. Limited
Montreal

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

FEATURES OF OUR NEXT ISSUE

The April 2 issue of Dry Goods Review will contain a number of articles of particular moment.

Fancy goods will be featured in a big way, many hints for Fall and Christmas buying being given.

In view of the interest now attaching to the Dress Goods Department, a number of articles bearing on the sale of dress goods and fabrics will appear. Methods adopted with success by departmental managers in many of the best stores in Canada will be explained.

A feature that will prove of unusual interest will be a description of an exclusive store, recently opened in a large Canadian city. It contains many unique features, which will be fully described in the article.

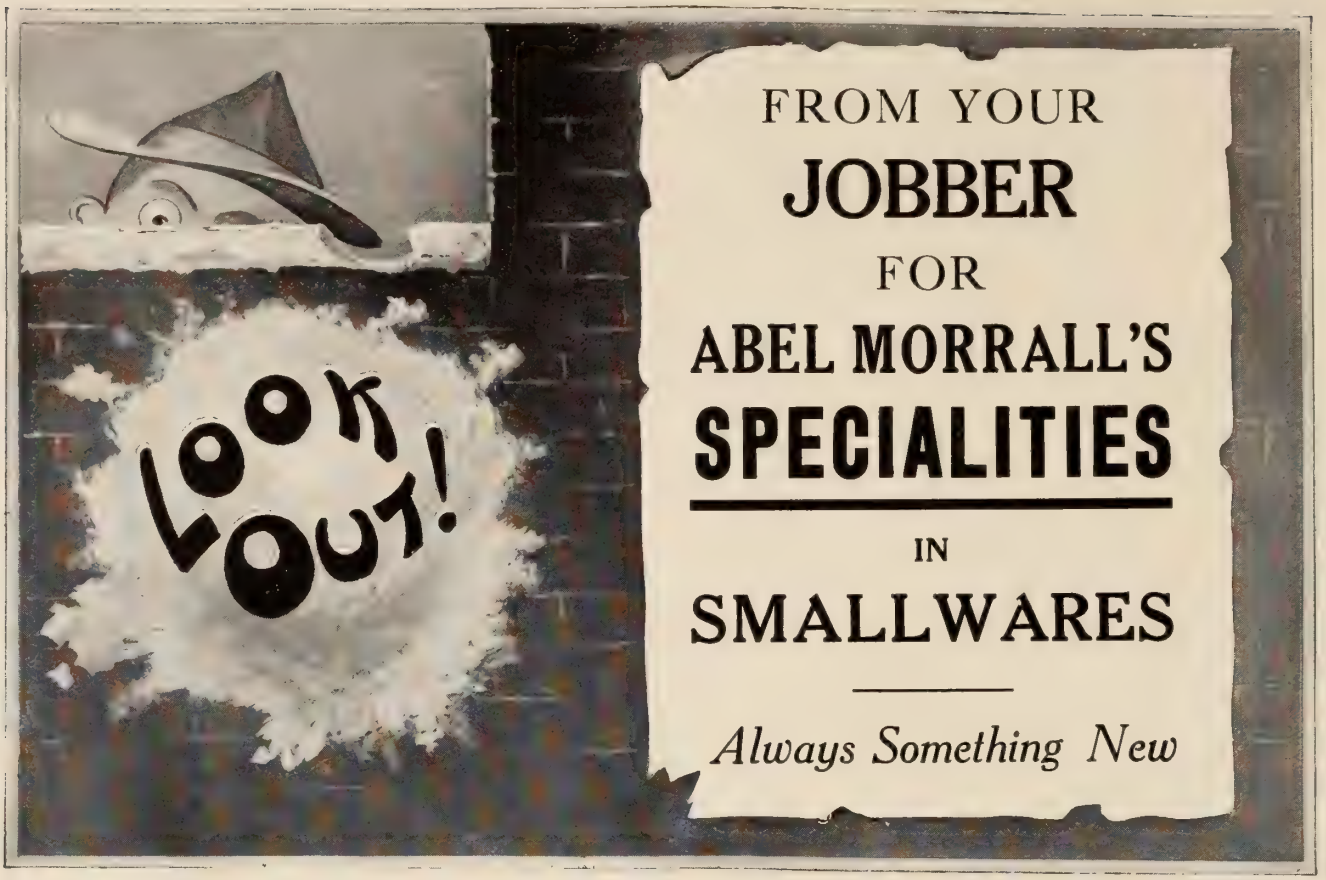
Dry Goods Review

Published Semi Monthly

Vol. XXV. APRIL 2, 1913 No. 7



Featuring Fancy Goods and Dress Fabrics





Rooster Brand TROUSERS

If you haven't booked your requirements for

KHAKI
WHITE DUCK
GREY, CREAM and
FANCY FLANNELS

Your orders will be properly attended to if sent to us.

Robert C. Wilkins Co.,
Limited

MANUFACTURERS
White Coats Men's Pants Shirts Overalls

Factory and Business Office, **Farnham, Que.**
Montreal - 501 New Birks Building
Toronto - Room K, Toronto Arcade
Winnipeg - 16 Silvester Willson Bldg.

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application.

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices :

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.

OUR EXPERIENCE

HAS QUALIFIED US TO ANTICIPATE THE REQUIREMENTS OF THE RETAIL DRY GOODS TRADE

WE WANT YOUR JUDGMENT ON OUR SELECTION FOR

FALL 1913



We draw PARTICULAR ATTENTION to our showing of DRESS GOODS

Our travellers will shortly call on you with samples of all the latest lines for Fall. All the fashionable goods will be shown—the new curly cloths, and Boucle weaves and diagonals.

Newest styles and Colorings are shown in Jacquard Effects. These come in all Wool and Silk Wool Materials.

Shepherd Checks, in small broken checks, are very new and very smart.

Two-toned Bedford Cords, Frise Boucle, Jacquard Cheviots, Frise Jacquards.

Tweeds in Scotch and Boucle effects will be largely shown.

In plain Shades, Bedford Whipcords and Twill will be popular.

Serges, both in fine and coarse weaves, are also featured very extensively.

Cotele, Jacquard Cotele, Diagonal Cheviots will be good sellers.

In **PRIESTLEY'S** lines we are submitting many new productions—see our special advertisement.

OUR SILK DEPARTMENT

will show exceptioned values in Velveteens, Corduroy Velvets, Plush, Brocaded Velvets —all lines for which there will be great demand.

We emphasize the above departments in this advertisement.

All of our other departments are equally prepared with special offerings.

GREENSHIELDS LIMITED

MONTREAL

Everything in Dry Goods



YOU CAN SELL WITH CONFIDENCE

IF YOU HAVE THIS MARK ON YOUR

SHIRTINGS

Because then the cloth is as perfect as it can be made.

For over half a century **D.J.A.** Shirtings have taken the lead in the highest class trade.

There is an enormous range of fine designs, and you are sure to find just *the one you want.*

These Shirtings include Oxfords, Zephyrs, Cheviots, Fancy Mattes, Ceylons, All-wool Taffetas, etc.

DAVID & JOHN ANDERSON, Limited

Atlantic Mills | ESTABLISHED 1822 | **GLASGOW**

HORROCKSES' FLANNELETTES

Are Made From Carefully Selected COTTON

The nap is short and close, no injurious chemicals are used

QUALITY, DESIGNS AND COLOURINGS ARE UNEQUALLED

If purchasers of this useful material for Underwear all the year round would buy the best English make, they would avoid the RISKS they undoubtedly run with the inferior qualities of Flannelette.

See the name "HORROCKSES" on the selvedge every two yards.	ANNUAL SALE upwards of TEN MILLION Yards.

Horrockses, Crewdson & Co., Ltd.

Manchester and London, England



"Old Bleach's" very existence is bound up in the fact that never has the chemical bleaching process been resorted to to facilitate the turning out of quantity.

Even at times when the linen fabric was at a premium owing to the failure of cotton crops, the old grass bleaching process was rigidly adhered to. To-day "Old Bleach" owes its glory and popularity, its fine fresh snowy whiteness, its beautiful soft texture, its life and wear very largely to this fact.

Never will chemical bleaching form a part of the life of "Old Bleach." See our 1913 range of samples.

R. H. COSBIE, LIMITED

IRISH LINEN AGENCY

30 WELLINGTON STREET WEST - - TORONTO

These Letters

Tell What Our Copyrighted Business-Getting Plan Does

THIS COPYRIGHTED PLAN GETS HUNDREDS OF PEOPLE DIRECTLY INTERESTED IN YOUR STORE

and it has this army of people hustling for you—it has them urging their friends and neighbors to trade with you. And it keeps them hustling for you for six solid months or more.

With our plan you can make dull Wednesday a bigger day than busy Saturday. And you can do it without cutting and slashing prices—you get this big business at your regular prices.

In other words, our plan eliminates the necessity of putting on a cut-price sale and throwing your profits away.

And you need not hold a cut-price sale, even though your competitor does. Even though he cuts the very life out of prices, our plan will get you the business. You will sell all of your goods at regular prices, while your competitor carries the absolutely-necessary-charge accounts at cut prices.

The Following Merchant Tells

like hundreds of others who are constantly writing us of the success they have had using our copyrighted plan.

The Dixie Dry Goods Co. write us: "We are impelled to say that we have never known of anything just like your plan. Trade was paralized on account of a two year's drouth when your representative came to us and induced us to put on your plan, and we have certainly found it to be the most wonderful trade-enlivening plan that we have ever had anything to do with during our business career of about 20 years.

"During the last three days of your plan our sales amounted to $3,870.00."

You Can Use This Plan To The Exclusion Of Competitors

If this plan appeals to you and you want to use it to reduce your stock without cutting prices, write us right away, or better still, telegraph us, as we will close a deal with the first merchant who wishes it in your town.

If you do arrange to use our plan we will agree not to sell it to any of your competitors so long as you remain our customer. Address

C. A. CASH & SON,
General Merchandise.

Brenard Mfg. Co.,
Iowa City, Iowa.

Gentlemen:—

To say that we are well pleased with your plan would be stating it mildly. On the last day we had it in operation our store was thronged, and it was impossible to wait on all the people. On this day we took in over $2,500.00. We gained lots of new customers, and almost converted our credit business into cash business, which we consider remarkable. We sold our old stock on special sales, and find it one of the best methods ever used.

When your Mr. Price called on us we were just a little skeptical, but we found every assertion he made come true and then some. Our stock is cleaner now than it has been for three years, and business is better.

Thanks to you and your Mr. Price, we remain,

Yours very truly,

C. A. CASH & SON.

P.S.—We will perhaps want to put on your new plan about March 1st or sooner.

WARNING

BRENARD MFG. CO. IS NOT OPERATING UNDER ANY OTHER NAME. We have no Branches. Other firms claiming connection with us mis-state facts. **WE HAVE A FEW IMITATORS, BUT NO COMPETITORS.**

BRENARD MFG. CO., Iowa City, Iowa

One For Every Merchant

$30



No. 216
Detail Adder

$75



No. 333
Total Adder

$135



No. 416
Total Adder, Sales-Strip Printer

$300



No. 452
Total Adder, Receipt and Sales-Strip Printer

$430



No. 542
Total Adder, Receipt and Sales-Strip Printer with Separate Departments or Clerk's Adding Wheels.

NO MATTER how large or how small your business is, there is a sort and size of National Cash Register built to serve your particular requirements.

The one for your business will save you money, pays for itself out of part of the money that it saves, and insures you more profit.

It will encourage clerks to sell more goods, prevent misunderstandings, and benefit customers.

The prices range from $30 to $900.

Tell us how many clerks you employ, and we will furnish you with complete information regarding a register built to meet the particular needs of your store.

The National Cash Register Company
285 Yonge Street Toronto
Canadian Factory Toronto

$595



No. 562-6
Total Adder, Receipt and Sales-Strip Printer with Separate Counters and Drawers for Six Clerks.

$900



No. 598G-EL-9
Counters and Drawers for Nine Clerks. Electrically Operated and Illuminated.

$50



No. 313
Total Adder

$55



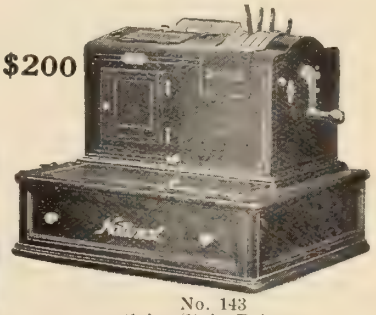
No. 1023
Drawer Operated

$100



No. 337
Total Adder

$200



No. 143
Sales-Strip Printer For Cashiers.

$565



No. 572-4
Total Adder, Receipt and Sales-Strip Printer with Separate Counters and Drawers for Each Clerk.



The Surest-Selling Styles, the Surest-Satisfying Qualities in Mohair Fabrics are Guaranteed by the B.D.A.

Buy English Mohairs that are guaranteed by the B. D. A. and you will get the styles, qualities and values that spell success.

Always right in line with Fashion; always reliable in construction and finish.

English Mohairs, guaranteed by the B. D. A., are **style** merchandise with **staple selling strength**—you can sell them **any** time and **all** the time.

Bring your dress goods department up to full profit producing power by providing a representative showing of these perennial favorites.

Your wholesaler will gladly show you the latest colors and weaves in English Mohairs guaranteed by the B. D. A.

The Bradford Dyers' Association, Ltd.
Of Bradford, England

Advertising cuts and further information may be obtained by addressing the American Bureau of the B. D. A., at 235 West 39th Street, New York City.

Our Spring 1913 Stock—

is now complete, awaiting your orders, and we wish to draw particularly to your notice our exceptionally strong showing in

DRESS GOODS and WASH GOODS

We have a large range of the very popular cords in all styles and colorings, two-tone and plain, in cotton or wool at all prices.

No. AA NAVY DUCKS (Seconds)
At 10c. PER YARD

Don't miss this opportunity to pick up a snap. These goods are almost perfect and will go rapidly.



Write for Samples and Quotations. Our goods will interest you and our prompt and careful service ensure satisfaction.

John M. Garland, Son & Company

Ottawa -:- Canada



No. 105

SPECIAL PROCESS

GUARANTEED UNSHRINKABLE

PRE-SHRUNK

CUSTOM



MADE

No

Size

EVERY IMPROVEMENT FOR

COMFORT AND WEAR

BEST SEA-ISLAND COTTON

TRIPLE STRAND—WARP AND WEFT



No. 104

AT LAST—UNSHR

Guaranteed Shape-retaining

At last we have what you have been looking for everywhere but could never get. A high class duck coat that is absolutely unshrinkable, and that you can guarantee to your customers. A coat that will never change its shape. Here's how we did it for you. We bought the best quality triple strand duck made of South Sea Island cotton, guaranteed by the mill to be unshrinkable. To ensure this we treated it in our specially installed shrinking plant, and after testing it found a further shrinkage of ¾ in. to the yard, proving **OUR PROCESS TOOK OUT THE LAST BIT OF SHRINKAGE.** Now, with a staff of expert operators and all the best facilities at our command, we are ready for a tremendous 1913 business in **MILLER GUARANTEED UNSHRINKABLES.**

THE MILLER MFG.

251-3 Mutual St.



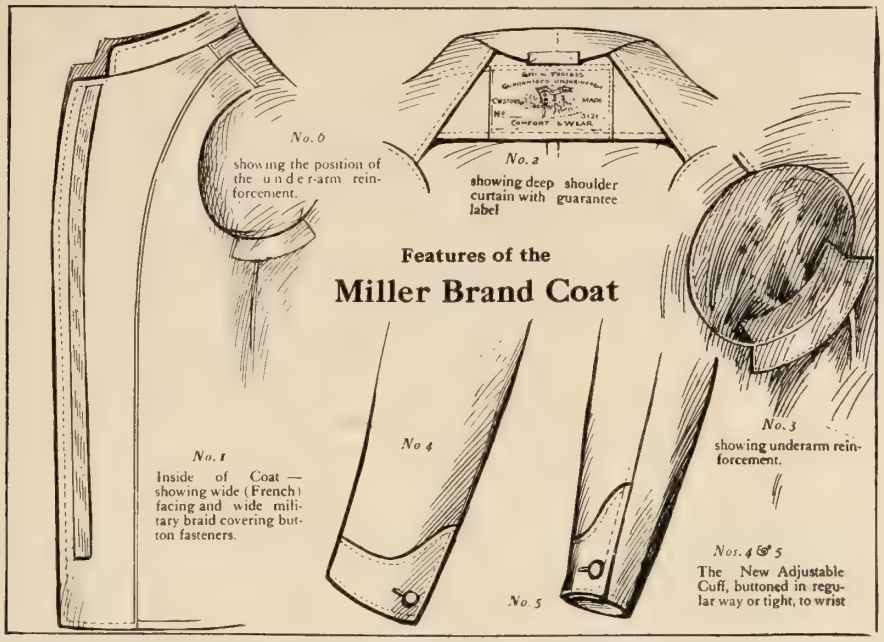
No. 130



No. 137



No. 138





No. 102

INKABLE COATS

Duck Coats at $18.00 Dozen

Note the feature illustrated above. Note the guarantee trade mark label (exact reproduction on opposite page), attached to every garment, and each bearing the above exclusive features. Each garment custom made and elegantly finished.

These coats fit as well after laundering as before. All lapel collars are made permanent, all buttons are best pearl. **EVERY FEATURE IS USED THAT WILL GIVE GREATER WEAR AND SATISFACTION.**

One price to all ($18.00 a dozen) to be retailed everywhere at $2.00 each.

WRITE NOW TO SECURE AGENCY.

COMPANY, Limited
TORONTO



No. 101



No. 127



No. 125



No. 250

DRY GOODS REVIEW

The Recognized Authority on the Canadian Dry Goods Trade

Vol. XXV. TORONTO APRIL 2, 1913 No. 7

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The Sale of Novelty and Fancy Lines.

Methods of merchandising in connection with special sales of novelty lines are explained. The importance of adequate display is dealt with.

German Business Men to Tour Canada.

The itinerary is given of the trip of the party of German commercial leaders who will tour through the Dominion this summer.

THE MACLEAN PUBLISHING COMPANY, LIMITED

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Exclusive Store Conducted on Original Lines

A description of the new establishment of O'Brien's, Limited, Toronto—Ten rooms for fitting and display purposes—These rooms are furnished and lighted to suit the display of certain kinds of gowns.

O'BRIEN'S, LIMITED, late of 73 King St., W., have moved to their new salon on King St., opposite the Princess Theatre, Toronto. Their new building is of ornate terra cotta, fireproof construction, and is laid out in accordance with a modern multi-mercantile scheme. The firm occupy the entire second and third storeys as salesrooms and workrooms. These floors are served by a safety elevator and a broad stairway and an entrance with double doorways in colonial panel design.

The main floor is laid out horseshoe shape. This is subdivided into ten rooms for fitting, sales, waiting and reception. The woodwork and walls are beautifully finished and the entire design is done in Louis XV. period. The interior is original to meet the requirements of an exclusive clientele, while the layout is patterned after the French, those modern ideas embodied are designed to utilize the space to the best advantage to serve an extremely select patronage. Some of the effects rival those in the showrooms of the most exclusive of Paris and New York designers. In a measure many of the facilities are select reception and show rooms of the largest fashion superior. They include and are in keeping with the centres in everything except the mannequins.

Reception halls, showrooms and salesrooms are semi-private. They are arranged for convenience. Each of the ten rooms is treated differently in the furnishing, lighting and wall-decoration. And each one is intended to represent ideal surroundings of present-day reception, drawing-room or auditorium. Throughout the reception hall, the woodwork is old white and panelled in gold leaf. The walls are green silk brocade. Salesrooms are situated at the rear and the stock-rooms adjoin them. Four semi-circular boudoirs are for evening and afternoon dress. These rooms are completed in Empire yellow, old gold, rose, Dubarry and mode shades in rich brocades. The environment is perfected for the occasion or use of the gown or the correct matching of shades and trimmings in the right light.

The furniture is strictly Louis XV and, although contrasting pieces are seen in different rooms, the design is similar. In the main waiting room, situated near the centre front, a beautiful Louis Seize reception set is used. This is relieved by drawing room and boudoir pieces in old gold with charming brocades and simple art draperies in the delicate colorings of the period.



A view of the main salon, sales and evening show rooms of O'Brien's, Ltd., King St., Toronto. Interior Architecture, furniture, hangings and fittings are of distinct periods. The arrangement is highly adapted to an exclusive business.

Carpets and rugs match the general scheme. Heavy pile green Axminster is laid in the reception halls. Selected rugs in colorings and sizes to match the smaller rooms are on highly finished matched hardwood floors.

Draperies and hangings are in accord with the time of decoration. They are simple but rich in texture and design. In each of the rooms, triplicate mirrors are swung, so as to complete the wall panel when closed.

Light reflection is naturally important. At first glance, fixtures comprise only three light candelabra at intervals on the side walls and panels. The artificial lighting is arranged so that the reflection is semi-diffused to give any degree of light or shadow or the effect of different colors or lights on any color. Daylight is regulated by means of draperies to make the required shadow or reflex of light. A careful study is made in blending colors of the result of color on color and the reflex of light, both natural and artificial, on color.

In point of equipment, both floors are up to date. In the workrooms modern facilities for cutting and designing on perishable fabrics are installed. These include the newest approved electrical pressing and sewing machinery situated in large airy rooms. Sanitary, ventilating and heating systems are perfect. Each assistant on this floor is expert and is an original designer of different parts of a gown. They specialize on either sleeves, bodies, collars, yokes or workmanship and nothing else. With a fitting and designing force of men and women designers and salespeople the service is highly satisfactory.

O'Briens cater to a high class clientele, which is the result of years of connection and reputation building. Customers form a select list and no new accounts are opened except on the personal recommendation of the best customers. The service of individual attention of designers, fitting experts and salespeople is courteous but conservative. Each client is served separately and intimate customers are as-

(Continued on page 15)



A closer view of one of the boudoir show rooms for import gowns and evening wear is seen. Two models, adjustable wall mirrors and special period wall treatment are shown. O'Brien's, Ltd., Salon, King St., Toronto.



Hold Your House-furnishings Sale Now

Spring is here. The bright sun is showing up faded curtains and hangings, furnishings seem shabby and your customer will buy now if you show the goods.

Here are a few lines that will help sales :

Wilton Woven Cotton Mats
18 x 32 - $18.00 doz. 24 x 48 - $24.00 doz.

Mercerized Fancy Scrim Curtains
550 Arab 40" x 2½ yd. @ $2.25 pr.
40" x 3 yd. @ 2.75 pr.
552 White 40" x 3 yd. @ 3.75 pr.
554 Ivory 40" x 3 yd. @ 4.50 pr.

Congoleum Rug Border 4 | 4 @ .37½ yd.

MX Fine Dimity Quilt 11 | 4 @ $3.00

King Velvet Door Rugs
11x28 - $4.50 16x26 - $6.00 17x35 - $7.50 doz.

RB Red Bordered Cocoa Mats, 14 x 24 - $2.00 doz.
16 x 27 - 3.00 doz.

Saxony Wilton squares, rugs and half runners to match.

Ask for price list.

All in stock - Order now.

The W. R. Brock Company (Limited)
MONTREAL

Canadian Business Indications Are Bright

A summary of conditions as they exist in Canada at the present time—Collections are slow in the West, but there is no reason for complaint as far as the East is concerned—Activity continues marked.

THE BUSINESS situation in Canada is satisfactory from most viewpoints. Business is very brisk and the marked industrial activity which prevails gives promise of the continuation of "good times." Certainly, there have been no signs yet of a halt in the march of progress.

Only one feature of the situation in Canada gives any room for doubt or worry. Money is scarce, so extremely scarce that, unless some improvement takes place, the expansion of legitimate enterprise may be checked. Before going any further into the question, it may here be explained that this contingency is deemed far from likely. While financiers do not anticipate that the situation will be fully relieved this year, they are confident that the banks will continue in a position to accommodate customers and to lend their assistance to all approved measures of expansion. The only certain effect of the money tightness, therefore, will be to put the ban on wildcatting and rash speculation. Thus do blessings often visit us in disguise.

The money stringency is felt in many ways. Collections have not been entirely satisfactory since the first of the year, although in all parts but the West there has been a marked improvement of late. In the West collections are still so slow that a certain amount of uneasiness is inevitable. That conditions are fundamentally bad is not accepted by even the most pessimistic; the fact remains, however, that the slowness is likely to continue until the Fall.

Discussing the situation with *Dry Goods Review* the other day, a Toronto wholesaler said: "We find collections in Ontario good at the present time; in fact, there has never been any room for worry as far as this province is concerned. There is nothing to complain of as far as the East is concerned. In the West, however, we find collections to be slow. The situation verges on the serious in the West."

BUSINESS IS BOOMING.

The tightness of money is not checking business, however. Increases in volume of turnover are being shown all along the line. Manufacturers are finding they cannot keep pace with orders. "We have more business than we can handle,' is a phrase which promises to become stereotyped through general and constant repetition.

One of the most encouraging features of the business situation at the present time is the way in which activity perseveres in spite of manifest discouragement. This is true of all parts of the civilized world. In Europe the dampening influence of the Balkan war and the ever present possibility of a general outbreak has failed to check the active tone of industry and trade. In the United States, political disturbances of more than usual potentiality have not been sufficient to put a check on the improvement of trade



Taft leaves a legacy for his successor.



The Right of Way—Ireland in Columbus Despatch.



Reading a Lesson to the Panic Mongers—McCutcheon.



The Big Problem on Uncle Sam's Hands—Portland Oregonian.

and the expansion of industry. The time was when presidential years in the United States were counted as lost years from the trade standpoint. To-day—



Consumer—"They told me you would help me to carry my load."—Cleveland Leader.

as the cartoonist very aptly shows it — the motor truck of business speeds along the highroad of prosperity and the steam roller of politics is forced into the ditch. In Canada there is only the money stringency to contend with and it is not having any markedly adverse influence on business activity.

In the dry goods trade business has been brisk from the first of the year and there does not seem any probability of this condition ceasing . All indications as to the future are favorable.

Harry G. Selfridge's Success

The friends of Harry Gordon Selfridge in this country are taking great interest in his big department store in London. After several years of intelligent effort Selfridge & Co., Ltd., are able to show a handsome profit on the operations for the fiscal year ending January 31, 1913. The net profit is £104,-029, which compares with £50,200 the preceding year. After paying the debenture interest there is a balance of £68,360, most of which is devoted to wiping off furniture and fixtures, preliminary expenses, etc. The enterprise now appears to be an assured success.

Mr. Selfridge was brought up in the house of Marshall Field & Co., Chicago, starting as a humble clerk and finishing in a highly responsible position, with a handsome fortune in his pocket. He retired some years ago and undertook the establishment of an American department store in London, to be operated on American principles, but with due consideration for the peculiarities of English life. Some of his associates considered the enterprise extremely hazardous, but he wins out.

Oxbow, Sask.—Miss Matheson, recently with John C. Green's millinery establishment in Winnipeg, has purchased McCay & Sons millinery department.

Rapid City, Man.—Mrs. Hay, of Minnedosa, is opening a millinery store here.

Moncton, N.B.—Through the bursting of a tank valve in the toilet room on the second floor of Peter McSweeney & Co.'s large store, a portion of the building was flooded and damage of $3,000 to $4,000 done to stock.

Exclusive Store Conducted on Original Lines

(Continued from page 12)

sured the utmost confidence of design or selection. Customers are ushered to the salesrooms and gowns or fashions are designed for personal choice or approval on living models or lay figures. Each design is suggested to enhance the deportment, expression or contour of the prospective wearer. If necessary, the privacy maintained is so select that customers may be deciding on a new gown or wrap for a prominent event and their closest friends know nothing about the purchases or presence of the buyer.

The coterie of designers in charge obtain their inspiration from original as well as modified styles. Imported Paris gowns are displayed in the showrooms. Sometimes designs submitted are derivations on these models. Again customers are sold the garment direct or with improvements to suit the figure. Each modiste is expert in this field and to the service is added the personal attention of the modistes in charge of afternoon, evening or street wear. The head modiste is always assisting or promoting styles. Many imported gowns are never shown more than once to any person.

The representative standing of O'Briens is the direct return of advertising. At present the firm are not using any other publicity than theatre and social programs or charity announcements. Leading events appear in the daily papers. Well timed ads are made in special types with monogram and name plate and unusual white space. During the years the firm have been in business they have advertised extensively. This policy is not changed, but O'Briens are now enjoying the aggregate of their advertising and of reputation through their publicity and service. They propose to allow for steady growth and to provide in a manner befitting the wealth of the leading families or social demands of their circle. The connection includes prominent people from the capital cities of the provinces and most of the larger Ontario towns. These customers are always advised of the important features of the season's style influences. Advertising has made the name "O'Briens" synonomous with exclusiveness and will keep it so.

O'Brien's is an example of the development of high class dressmaking and tailoring combined with a model department. Their business in interesting because, if ready-to-wear has reduced the field of made-to-measure garments, the scope of the limited section has not yet exceeded the possibilities. The investment and equipment in this instance and the plans for future business through these facilities is a refutation of any other contention.

The Sale of Some Novelty and Fancy Lines

Modern methods of merchandizing as applied to fancy goods and accessory departments — Proper display and attractive fixtures necessary—Needle work classes an effective help to sales.

IT IS THE goods that bring the ready cash and the quick turnover to which the merchant of to-day accords the best selling positions in the store. This accounts for the gradual removal of piece goods and heavy lines to the upper floors, and the filling of the vacated space with departments devoted to the selling of novelty goods. Practically all the lines of fancy goods, and many of the dress accessory lines, are sold by introduction. Therefore, the question of accessibility and their being constantly before the eye of the buying public is of the greatest importance.

In selling novelty goods, fixtures and attractive display are of the greatest importance, as it is the first impression that often makes the sale. In the big city stores cut flowers, plants in season, palms and ferns are all used to give attractiveness to the department, particularly when there is anything particularly desirable on show, or any special sale in the department. The importance of proper fixtures for display is also great—the presence of one or more mirrors in the veiling department is an instance. There should also be a wax head or two, so that new methods of draping veils and new meshes can be properly shown. Stands for showing neckwear and some comprehensive method of displaying the lace embroidery and trimmings, so that the stock carried can be viewed easily and without undue handling, are necessary.

The art-needle work department as now conducted is an all the year round seller. In most stores while the main department is on the ground floor, there is an annex on the first or second. This annex is more to provide accommodation for free classes in needle-work, which are held at stated intervals. A competent instructor is provided, but no charge is made for the lessons, but all materials are bought out of the department. In this way new ideas in fancy needle-work and new materials are quickly introduced, and a class of this kind is a great attraction to the store. Souvenirs of Canada, or of the particular town, take the form of picture post cards, showing the principal streets and the objects of interest, schools, churches, etc. Visitors to the town buy post cards in quantity and the sale is always large. The souvenir line is a big one and is constantly added to. Belt pins, bar pins, brooches, tie pins, watch fobs and many other lines with the Canadian coat of arms, the coat of arms of the different provinces are leading souvenir sellers. Then there are Indian goods made out of birch bark, and many other lines which are constantly being added to.

Toys in many stores are only carried for the Christmas trade, but many merchants would find that a permanent stock would net good profit. The space given up to this line need not be large, but it would be mighty atractive to the little folk, and because of this, would draw the parents to the store.

DECORATIONS HELPED SALE.

The accompanying illustration shows a particularly effective method of interior display. The unit shows the decoration scheme used by R. McKay & Co., Hamilton, during their 1912 spring sale of fancy goods and dress fabrics. Twenty pillars in the store were decorated alike, having six plaster arms attached with flower baskets and electric lights hanging from each. These baskets were made up of maiden hair fern, smilax and Spring flowers. Above the arms and extending up to the ceiling were large sprays of tea roses. The color scheme was pink and green. The lights had pink shades and were placed in the centre of each basket.



Decorations of this nature go a long way toward the success of a special departmental sale.

German Business Men to Tour Canada

Party from Fatherland will make a seven week's tour of Canada—Complete details of itinerary—Will travel from coast to coast to get full impression of country's possibilities.

A BUSINESS men's trip to Canada has been arranged by a party of leading German business men. The idea was first mooted some time ago, and was received by prominent Germans with acclaim. The support of many leading associations and personages was secured. Many eminent men will be included in the party who come to "Spy Out the Land."

All details of the trip which is to last 7 weeks have been arranged. The itinerary is as follows:—

Leave Bremerhaven June 24, reaching Quebec on July 4. Three days will be spent there sight-seeing. Reception will be given by the municipality and Government. Sight-seeing in Quebec. Excursion to Montmorency Falls. Apartments: Chateau Frontenac.

July 6-8, Montreal.—Departure for Montreal on special train of palace cars. Tour through the town. Inspection of banks, works of the C.P.R., the Dominion Iron Steel Company and other plants, as desired by the participants.

Reception by the Board of Trade. Social meeting at the German Club. Apartments: Place Viger. Information: German Consulate (Dr. Lang, Secretary, Merchants Union Building). Board of Trade (Mr. Hadrill, Secretary). Canadian Manufacturers Association (Mr. Meldrum, Secretary).

July 8-10, Ottawa.—Reception by the Dominion Government and the Municipality. Apartments: Chateau Laurier. Information: W. H. Baker, Publicity Department. City Hall and other ministerial departments.

July 10-12.—Departure from Ottawa for Winnipeg, across the mountains along the Great Lakes. Short stop for recreation en route.

Cobalt.—Excursion to the silver and nickel mines of Cobalt. Only upon previous application simultaneously with announcement of participation in the trip. The party will be conveyed to Winnipeg.

July 12-14, Winnipeg.—Reception by the Government of the Province of Manitoba and the Municipality. July 13th (Sunday) rest.

Apartments: Royal Alexandra. Information: German Consul, Mr. Hugo Karstens. Industrial Commissioner, Mr. Charles Roland. Department of Agriculture. Government of Manitoba.

July 15-17.—Trip across the Western.

July 17, Calgary.—Sight-seeing in the town and environs, especially the irrigating plants of the C. P. R. Apartments: New C. P. R. Hotel. Information: Mr. Dennis, Assistant to the President of the Department of Natural Resources. Industrial Commissioner of Calgary.

July 18-20, Banff Laggan.

July 20-23. If desired in place of Glacier — Okanagan Valley.

July 20-22, Glacier.

July 23, Okanagan Valley.—Inspection of the fruit farms. Motor car trip to Vernon. Information: Mr. Fisher, Secretary of the Board of Trade, and Mr. J. W. Jones, Mayor of the town.

July 24-27, Vancouver.—Reception by the Municipality, the Vancouver Club and Progress Club. Apartments: Vancouver Hotel. Information: German Consul, Mr. Von Ettlinger, Progress Club (Dr. Rowe, Secretary.)

July 27-28, Vancouver Island.—By steamer to Vancouver Island. Trip through part of the Island.

July 29, Victoria.—Reception by the Government of British Columbia and the Municipality. Apartments: Empress. Information: German Consul, Mr. Lowenberg. Bureau of Provincial Information (Mr. Frank J. Clarke, Secretary.)

July 30, Vancouver.—Afternoon. Departure on the return trip to the East.

July 31, Kamloops. — Inspection of the fruit farms and irrigating plants of the Canadian Properties, Ltd.

July 31—Aug. 1, Kamloops.—Trip through the Rockies to Edmonton.

Aug. 1-3, Edmonton.—Receptions: Government of Alberta and the Municipality. Apartments: Hotel King George. Information: Board of Trade (Mr. M. Fisher, Secretary). Department of Agriculture. Government of Alberta.

Aug. 3. — Day's trip through the Northern prairies.

Aug. 3-4, Saskatoon.—Reception by the Municipality. Information: Board of Trade (Mr. Selanders, Secretary).

Aug. 5, Regina or Moose Jaw.—Program to be announced later.

Aug. 6, Brandon.—Reception by the Municipality. Information: Industrial Commissioner (Mr. Griffin.)

Aug. 6.—Continuation of journey to Fort William and across the Great Lakes to Toronto.

Aug. 8, Sault Ste. Marie.—Reception. Information: Algoma Mills and Steel Works.

Aug. 9-13, Toronto and Environs.—Reception: Government of Ontario. Municipality. Board of Trade. Canadian Manufacturers' Association. Social meeting at the German Club.

Excursions: (1) By steamer to Niagara Falls. Inspection of the electric power station (1 day.)

(2) To Waterloo County: Berlin, Guelph, Preston, Waterloo, etc. (German manufacturing and agricultural district.) (1 day.)

(Continued on page 137.)

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXV. TORONTO, APRIL 2, 1913 No. 7

Featuring Dress Goods

IN THIS issue, Dry Goods Review presents advance information with reference to Fall styles in fancy goods and dress fabrics. The information given is authoritative and can be accepted as absolutely dependable, despite the fact that the season is still early. The advance date at which this is presented is but another evidence that The Review is *always first.*

In view of the fact that the dress goods season is opening a little later than usual this year, this department will be given considerable attention as well in the May 7 issue. Articles dealing with the merchandising problems of the dress goods department will appear in this number.

Trade With Germany

THE awakened interest which the countries of the old world are taking in Canada is very markedly evidenced in the case of Germany. A party of prominent business men from the Fatherland will tour Canada this Summer with an eye to gaining a clearer understanding of the possibilities of the market. More convincing still is the proof of Germany's interest conveyed in the form of an official report on trade relations. From the tenor of this report, it is clear that Germany regrets the retaliating measures instituted against Canada at the time the British Preference was established. It is shown that in 1912 German imports of Canadian wheat reached a total valuation of $12,000,000, as compared with $3,750,000 in 1911 and $750,000 in 1910. Altogether Germany bought $15,000,000 worth of Canadian products and sold to us only $10,000,000. The report comments on the anomaly of the two countries maintaining their highest tariffs against each other, when France and other States enjoy much more favorable arrangements, and proceeds: "Is it possible that the difficulties in coming to a just and fair agreement with Canada are unsurmountable? With the statistics now available we can prove to Canadians the importance of the German market for their goods, and the great advantage they will derive from an increased enjoyment of the German conventional tariff. These advantages will be far greater than those given to Canada by France. Germany's duties on Canadian imports are lower. Furthermore, there should be no objection to granting Canada still greater advantages for the imports of wheat, dressed meats, and dairy products. We must insist, however, on the complete elimination of any differential treatment of German goods as against those of French or any other non-British country origin."

Establishing National Standards

A MOST determined effort is being made in the United States to create American independence in the matter of styles. The attempt to shake off the dominance of Paris is a natural one. In the United States there are conditions peculiar to that country which influence styles, and which call for a national standard. In addition to which, our Yankee cousins have a sufficiently good opinion of themselves to believe that they can create ideas in dress for themselves quite as well as the designers of Paris. Many prominent interests have subscribed to the Declaration of Style Independence.

In Canada there has always been a certain degree of independence although, of course, the influence of continental and American styles is strongly reflected in this country. One of the most gratifying developments recently was the action taken at a meeting of the Cloak Manufacturers' Association, when recommendations for the fall styles

for coats were issued. The advantages to be gained from this plan have already been pointed out in The Review. It is to be hoped that the idea of setting a standard for Canadian styles will be developed and broadened.

The Review in a New Dress

WITH this issue, Dry Goods Review appears in a new dress. As will be noted, a uniform style of heading for the various departments has been adopted, and the readings of individual articles have been changed to conform with the theories of best typographical practice. The result, we believe, has been to brighten the appearance of the editorial pages. The changes made are in accordance with the determination of The Review to give its readers the best possible service, to present all the news of the trade in the most acceptable and attractive form.

The Financial Situation

COMMENTING on the business situation, the Financial Post says:

With external conditions as they are it would be idle to look for a large supply of cheap money for Canada. The temporary relaxation during the week may continue, but even at that the extent to which the banks have made call loans will eventually keep out of the market any operations of a speculative character. Commercial demands on the banks are assuming large proportions and they are receiving preferential treatment. No encouragement is being given to borrowers who want money for capital expenditure in the form of current loans.

Extensions to business have been made by the use of credit from the banks. Current loans have assumed the character of permanent loans. The consequence is that industrial concerns which have given extensive credit and have obtained a large measure of accommodation from the banks are being asked to get more capital into their business, and this they are doing in the form of bond issues.

So far as the introduction of more capital into the rapidly growing industries of the Dominion has proceeded, during the past few months, the effects have been salutary. The business of the whole Dominion will derive a great impetus from any movement which will diminish the permanent rather than "current" bank loans.

There has been no change in the attitude of the banks. While some dribblings of call loans have been made by them, they are not seeking new business. From one end of the Dominion to the other this policy is being followed. Of many sources from which The Post has sought information as to the money outlook, but a very small percentage complain of lack of accommodation from the banks for purely commercial purposes.

The outlook from the actual manufacturer's standpoint continues very hopeful. From the far east and the far west reports indicate that orders are of such volume as to keep the wheels of industry busy for some months. Enquiries and buying are very strong. Collections are not as good as they might be, but during the week some improvement has been evident.

Conditions Are Sound

IT IS becoming increasingly apparent that business conditions in Canada are sound. Money is very tight and collections have not been altogether satisfactory up to date, but a marked improvement is now setting in. The improvement has not yet extended to the west where collections are still undeniably slow. Despite this handicap, business continues very brisk. Deliveries in some lines are slow. Demand is heavy and there is no indication that present activity will not continue throughout the year. There is good reason, therefore, for the optimism which prevails in practically all quarters.

The Passing View

A salesman's worth to his firm is often based on more than the total of his sales book.

* * *

A party of German business men tour through Canada this summer. The old world is slowly but nevertheless, surely awaking to the possibilities, the probabilities of this great Dominion.

* * *

An honest man can fail and other men will still trust him. Others will possess the wealth of Croesus and still be regarded with suspicion. Getting down to basic principles, the fact shows out clearly that in the matter of winning trust, Character discounts Cash and Solidity is more necessary than Solvency.

* * *

The merchant should push collections when money is plentiful: because it is easier to get payment then. He should push collections when money is scarce; because there is always the danger of it getting scarcer. In fact, he should push collections the whole time, whether money is scarce, flush or medium, whether business rushing or stagnant. This is one rule which can be laid down arbitrarily—and safely.

Character: Its Relation to Credit

A writer in the Philadelphia Ledger says:

The late Mr. Morgan told the Pujo Committee that he had given a million dollar check to a man that he knew did not possess a cent. To others who were rich he had refused to lend anything. The character of the borrower decided Mr. Morgan's action. This brings up a very big question.

How much is character worth in business? Can it be capitalized? Has it a genuine earning capacity? Since Mr. Morgan gave his testimony I have made it a point to ask many Philadelphia financiers and business men those three questions. I shall set down, briefly, what one of them said in reply. He is a large dealer in certain kinds of iron and he does a prosperous business.

"Every school book," said this iron man, "should embody what Mr. Morgan said about character in business. It is everything. I have very often done in a much smaller way exactly what this king of Wall Street did with his million-dollar check. There are names on my books to-day that stand opposite men not worth one cent. But I trust them for thousands because I know they have character. An auditor, if he were to examine my books and understand the financial standing of these men, would undoubtedly tell me I had a lot of bad debts. My reply would be that my personal check would go into the asset column in place of those accounts questioned.

"I constantly do business with men who have no capital but character, and I never yet lost a cent through any one of them. My losses come from persons who do not lack cash, but who lack character.

"Your three questions are answered. Character is actually worth thousands, because some men can borrow on no other security. It is capitalized to that extent and it, therefore, has a real earning capacity."

All bankers will agree with the propositions here set down. Character is credit. The chief objection to Mr. Morgan's formula would be that it might be dangerous to permit one in his position to have the deciding vote on who has or who has not character. Thus giving the million-dollar check would be of less vital importance than the preliminary process of learning who could be trusted.

The basis of judgment which led the late J. Pierpont Morgan, hardheaded financier and keen observer that he was, to trust one million dollars to a man who had no financial rating, is found in the regulation of commercial credits everywhere. Character and cash are the assets on which a business man secures credit and standing. Under most circumstances it is necessary for a man who aims to enter the business arena to possess both; but it is far better to have character and no cash than to have cash and no character. There is a moral in this for business men. Few realize the true significance of good character in the matter of securing credit or extensions. If it were possible for a retailer to penetrate into the innermost secrets of the mind of the credit man who occasionally sits in judgment upon him, he would probably find that the facts which weighed most heavily were those relating to his (the retailer's) methods of doing business, his reputation for fairness of dealing and the sidelights on his character which the credit man, by ways of his own, had obtained.

Creating Sales

Do You Realize That Every Merchant Who Sells McCall Patterns Links His Store to a Tremendous Country-Wide Selling Force?

1,300,000 copies of McCall's Magazine, illustrating and describing the newest styles, go out to eager women every month, thus stimulating the sale of McCall Patterns and dress accessories.

13,000 merchants (two to one handling any other pattern) distribute McCall's Fashion Sheets to their customers. These merchants know that pretty styles are the strongest possible influence for increasing the sale of patterns and dress goods.

250,000 copies of Advance Styles (the new McCall Quarterly, which shows a complete collection of the season's best styles) are issued each season of the year. This periodical in the homes of the natural purchasers of dress goods is an untiring salesman, at work every hour of the day making profitable sales.

You Can Link Your Store to the Enormous Demand Which These Publications Are Creating by Installing McCall Patterns

This demand for McCALL PATTERNS has been gathering headway for the past forty-five years. Last year over 52,000,000 McCall Fashion Publications were circulated in the United States and Canada.

McCALL merchants profit because McCALL PATTERNS and PUBLICATIONS bring customers into their stores; create profitable sales and by satisfying their purchasers, make repeat customers.

If you want to build bigger business take advantage of the Selling Power of McCALL PATTERNS. Let us tell you about the McCALL Proposition. Don't put it off. Send for our terms to dealers **now**. There is no obligation.

The McCall Canadian Office and Factory in Toronto, the largest and best equipped pattern plant in the Dominion, enables us to offer you McCall Patterns and Fashion Publications on the same terms, conditions, etc., as are enjoyed by United States dealers.

The McCall Company

The Leading Paper Pattern House of America

236 to 246 West 37th Street, New York

CHICAGO, ILL. SAN FRANCISCO, CAL.
ATLANTA, GA. TORONTO, CAN.

NO CONNECTION WITH ANY OTHER PUBLISHING OR PATTERN HOUSE

2550

CANADIAN FUR TRADE NEWS

Forecast of Next Season's Fur Styles

Many garments are distinctly mannish —Grecian lines followed in more extreme styles—Trend indicates 45 inch coats although length question is an open one—The problems of fur buying.

RANGES OF Fall furs are advanced in style for the demands of the trade. The development, based on comparative showings is seen in the touch of novelty, which is just sufficient to make each smart fur, matched set or coat different. This is the conclusion buyers will approve after they have inspected assortments. While there is a fundamental basis, which is the result of competition and long experience, a gradual change is being effected in fur-selling. This is because manufacturers are offering these novelties and the demands of the fur trade are anticipated in creating styles.

Furriers cannot expect to select all the novelties in each range. The opinion does not apply that any one manufacturer has not already recognized the trend to some extent. The ranges and their standing with buyers on a style or value standard explains the necessary difference. The exclusiveness of each range and the class of business catered to is exemplified in the same way. Therefore as the ranges of furs are larger and better assorted and competition is keener, the scope for development is away from more staple lines. This is because of the attractiveness in the style of the furs and the sales element from this style are wanted to-day both by retailer and customers.

The same element does not exclude the benefit of long experience or connection with the manufacturing or raw skin markets. These are essential in any case, but the novelty, which appeals to a buyer, may be the result of specialization in a grade of fur or in the inspiration of the designer. A great deal depends on the comparison of style, and the enthusiasm each buyer has in styles, when they are presented. In some sets, single pieces or coats, the sale is half-completed because of this style and reception. One piece in a dozen may have this feature. On the other hand, the staple numbers suit a buyer on account of stability of style, value or finish.

Buyers are going to discern this difference and are looking to-day for just the correct style or designing influence.

Reasons may be advanced as to the ultimate effect on buying if the style dictates are followed as closely as in other sections of retailing. As yet, the novelty embodied in furs and fur garments is not decided enough in the later season to require closer inspection of the additional novelties because of style. The touch of simple designing to give character to a range of furs is not too advanced but does not warrant later extremes to tone up stock. Repeat business is practically on the same numbers, which are selling favorites in the early season. The innovations always sell earlier and buyers comprehend the selling ratio, correspondingly so. Most furriers admit that the people who buy furs which are stylish can afford to buy early. Instances of best sales in September or as early as August are frequent. This is one of the real conditions, which the novelty seen in Fall 1913 ranges is intended to meet.

The extra cost is a minor incident compared with departmental advantages. Customers appreciate the touch of novelty and are willing to pay more for it if necessary. Profits are larger in proportion to any advances, which are added to more or less staple garments. Another feature of this novelty influence is seen. This difference and extra cost, if any, always precedes a good season's business. This is equally so in that merchants and furriers have something different to show to interest customers in incoming styles and novelties shown early. First profits are clean profits.

The difference of novelty is not enough to confine trade because people insist on styles which are serviceable. Designers are guided by the amount of novelty they can add without overlooking service and select style. The demand of exclusiveness applies to some of the higher-price furs and although some of the features in next Fall ranges are marked they are not beyond the good taste of customers who want a fair amount of style consistent with service for some seasons.

There are no reasons for later buying as yet, outside of the personal desire to select later each season

QUALITY FURS



1852—1913

Over 60 Years Established

QUALITY--

In making your selection for Fur stock for the coming season, remember the brand that has built its enviable reputation on

Quality and Value

Remember the brand that has stood out as the leader for over 60 years. Make our policy yours—It is the best

Moose Head Brand
FURS

Full line shown for Ladies, Men and Children.

Wait for the traveller showing Moose Head Brand.

Our men are now on the road.

L. Gnaedinger Son & Co.
MONTREAL

Fall Fashions Seen in the Ranges

A MOTOR coat of selected, black Russian rat, square-cut matched skins with beaver collar and deep cuffs is shown. It is 52 inches long, fastens with two buttons and is lined with rich quality furriers' satin to match. The style is extremely mannish.

No. 1 selected Canadian rat, dropped skins in a smart motor coat has self-shawl collar and comes with or without cuffs. The cut-away effect is fastened with large tassels and buttons and finished with tan broché silk lining and satin kicker.

An exclusive Grecian wrap in mole-coney, highly selected and matched skins is made with contrasting pelt and has rounded front, long rolling shawl collar and deep cuffs of self. The trimmings consist of buttons and heavy tassel fastening, opera pocket and fancy facing. It is 52 inches long.

Another smart model in rich finish Hudson seal is made with shawl collar and cuffs with set-in civet cat. The design is full wrap style in graceful lines and button-over with double button. This garment is 52 inches long, cut away effect and is lined with rose repp of splendid quality.

A match set of Persian lamb and Russian ermine shows a novelty vestee collar and new shape muff to match. Heavy tassel and cord trimmings with heads and tails are used effectively.

An exclusive wide shoulder throw and stole of best quality matched mink features the new reverse shape. This adjustable design in animal style is made of bias skins, heads and tail and beautifully finished. Also shown in natural wolf and pointed fox. Reverse muffs are included to match.

A smart muff in deep pillow style, 10 inches wide and 18 inches deep is designed in mink with three selected pelts, heads and tails to match. This later style is finished with cord ornament, deep tassels and rich lining.

A close-fitting cape of extra fine select Persian lamb has bias fold front and is completed with heads and deep fringe in similar arrangement.

Latest shape Pillow Muffs in fine curl Persian lamb to match are being shown. The features are deep bias fringe, deep soft bed 15 x 22 inches, messaline silk and heavy drop cord and tassels.

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in keeping with the policy of any business. Apart from the necessary knowledge of premier values and the ranges at large placing at any time is comparatively safe. The tendency of buying is to assort among the numerous ranges so as to add just the difference in novelty, which broader selection gives. This takes time. From the stock standpoint, there is more reason to divide orders and add individual styles so as to comprise a more representative showing as a whole. This is considered better than a quantity showing of values.

Admitting that buying is later, conditions are not changed in the later selling season as a direct benefit to the merchant. Special furs in any range are carefully selected to get value or choice of pelts as the result of experienced buying. Separate kinds of fur or the combined assortments collected make a range which, from value and style criticisms, is superior to any of the initial ranges, Another advantage of this



Novelty Persian lamb muff and ermine and Persian matched set showing "vestee" shoulder piece and the latest shaped muffs for Fall. 1913. Courtesy Hartwick Fur Co., Toronto.

careful buying results from the lots of competitive values of furs in stock, from either domestic or import offerings. The selections of satisfactory showings to value and style is a stronger reason for later buying than the disposition of the trade to protect their orders from unseen influences.

Next Season Garments Mannish.

Some of the advance indications show that style is a factor in fur coats compared with carried-over styles. Next season's garments are distinctly mannish and hang from the shoulder. In some coats, on stylish outlines, the back is slightly fitting and the fulness in the skirt of last year's coats gives place to straight effects. Garments are almost box-back in heavier furs. The sleeves are set in, hang in straight tailored lines and are finished with deep cuffs.

In more extreme garments the term wrap might be applied. The Grecian lines and fullness of the fur above the waistline follow out early predictions. Of course these styles are defined by the suitability of the fur and the preference for furs which favor the treatment, because of their weight and softness. At present, some of these garments are somewhat extreme but the effect on staple styles is sure to be felt. The lines of the cut-away seem to coincide with the length of the coats shown and appear more marked in shorter than in longer garments.

Most of these garments can be sold in either of two bust measurements and suit the same customer in fitting.

The problem of length seems to be an open one here. Although the trend indicates 45 inch coats, manufacturers are not ready to admit that the season sales will turn on short lengths entirely. Some furriers size up the situation on three influences. The height of the prospective customer has to be considered. Weight is another reason. In cheaper furs price and occasion are deciding conditions. At the same time most of the higher price garments are shorter. Coats 50 to 52 inches long in rat, mole, marmot, beaver, Hudson seal and mink are favored for motoring and social wear and the selection of these wraps in longer lengths has increased accordingly. Shorter garments are smarter from style, dress and weight standpoints. While the present vogue for dresses continues, one manufacturer predicts longer lengths but in those furs which lend themselves to extreme styles for street, afternoon or evening wear. The inference is therefore that a fair representation of 45-inch coats in mink, lamb, caracul, Hudson seal and heavier furs is but a forerunner of a coming style influence as the season is mode advanced.

Two remarkable conditions are contained in the ranges. The pleasing combinations of furs and the numbers of new furs, made into attractive garments are growing. Mink and Persian Lamb with Russian ermine, Hudson seal with sable, civet cat, opossum, and beaver are favored combinations. Canadian and

(Continued on page 137.)



They are Coming Your Way

Don't place your orders for Furs for 1914 until you have seen the samples now being shown by our salesmen—

Mr. John Maitland
for Ontario

Mr. Martin Williams
for Western Canada

We bought heavily last year and now that prices of raw Furs have advanced we are in a position to offer you exceptional values.

We specialize in—

PERSIAN LAMB, MINK
WOLF and FOX in all colors
HUDSON SEAL, MUSKRAT
ELECTRIC SEAL

Laberge, Chevalier & Co.
Makers of Stylish Furs
Montreal

KNIT GOODS NEWS

The Indications for Spring, 1914, Hosiery

Style trend is very marked — Vivid colors for dress or evening wear—Net or filet styles are the high novelty — Bulgarian colors in favor — Selling is progressing favorably.

BUYERS are anxious for safer or common-sense hosiery. While sales are increasing and departments growing with the prosperity of the country, the trend of demand does not favor improved conditions, except to increase turnover through sales, advertising and quantity prices. The profits on leaders are less. Special retail prices for values or better well-known grades, eventually result in a downward revision of selling prices, as retail buyers avail themselves of these values. There is nothing in view at the present time to replace this falling off of better qualities, through competition. Buyers cannot see that they can depend on new qualities or colors. They do not wish to depend on price entirely in order to secure quantity orders.

This condition is evident at the present time in the sales of seconds. Buyers secure odd lots, because prices tend to quantity sales, which is one of the saving features for the balance of this season. Increases in the volume of white hosiery sold is expected to offset the former sales of colored hosiery in cheaper prices. Whether sufficient new colors can be added in vivid shades, shots or ingrains remains to be seen.

The trend of hosiery selling this Spring gives an indication. Sales are progressing favorably and the problem of the merchandise man is to increase sales on fewer numbers and colors and also surpass previous records. This has to be done early in the season. Reports from the mills, jobbers and departments, where hosiery is featured in February, show that more hosiery has been sold than in previous seasons. With the openings in view and almost the entire season's retail selling still to come, each retailer is anxious to make a similar department showing.

The reason for the early success is that hosiery sales are increasing proportionately with the shorter life of fashionable makes and the consequent demand. When extreme gauzy lines were first shown buyers criticized the qualities. These could not give satisfaction. It was argued that prevailing demand for light weight silks, gauzy lisles and mercerized gauze weights might prove a feature for one or two seasons and that later more common-sense grades would return. Buyers are still confronted with these unusual conditions.

The general development of hosiery departments is on increased quantities of well known numbers. The average customer understands that the same life cannot be expected in many of the qualities which are purchased. They are satisfied to buy as often as new hosiery is required or after a fair amount of wear is received. The style element supersedes the practical and thereby increases the demand. Service is no longer insisted upon and novelty within the confines of style is the future situation.

At the same time colors have been passing in proportion to those clearance quotations on quantities, which buyers know they can handle safely enough. But the bulk of the business is being done on black and tan and for the later season, white. After staple numbers of either domestic or imported lines are defined both by color limits and price standards, sales opportunities are increased so as to make record sales a problem. The amount of space required for hosiery both in department or display is lessened unless larger quantities are shown. For a sale the attractiveness of color has been followed by the novelty of weave, which is not so marked an advantage in creating sales. This year the quantity of hosiery which can be sold depends entirely on salesmanship and the values stocked. These are apparent in the quantities featured to establish new records.

The option of adding new qualities or numbers and of extending assortments to include values which duplicate prices, does not appeal to buyers in many stores. Prices which prevail do not suggest extending the number of lines. Those departments which have satisfactorily handled their February hosiery sales, have demonstrated that their success followed values and quantities of leading numbers. The bulk of early season sales have been on well known numbers in which the customers' knowledge has been met by suitable prices. These leaders and prices took advantage of accumulative selling prices and buyers,

BEAVER BRAND

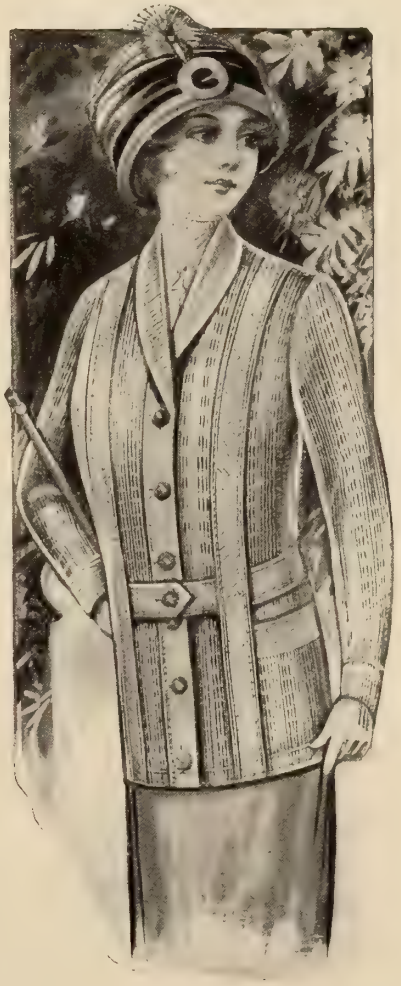
Get Down To Hard Pan In Knit Goods Buying

Get under the surface of the knit goods you select for your Fall business—find out the real value of them—the actual value in dollars and cents.

Knit goods without appearance, without style, nowadays, become shelf-warmers, become stickers. Knit goods with all style, and little quality will turn out to be a boomerang, rebounding to the detriment of the merchant.

Let us show you our Fall line and then decide for yourself.





Knit Goods For Men, Women And Children

The Beaver Brand will stand the closest inspection. They have the outside appearance, the inside quality. This combination cannot prove to be disastrous to your business. It will build surely and quickly. The line for Fall consists of all kinds of Knit goods including Sweater coats for men, women and children: Mufflers, Toques, Scarfs, Mittens, Gloves and Hosiery, etc.

R. M. BALLANTYNE, LTD.

Manufacturers of Beaver Brand Knit Goods

STRATFORD, :-:-: ONTARIO

counting on the short wear of many of the lines sold, invited buying in ¼, ½ and dozen lots. The larger number of customers served and the increase in sales on novelties account for the balance in making a record.

Merchants who can increase turnover on staple numbers and comparative quantities of leaders, either firsts or seconds, have every reason for increases in Spring and Summer selling. Whether more attention should be paid to the hosiery section earlier in the season than usual is a matter of daily showings. But the results of early hosiery sales and the totals



Loose middy in seasonable color combinations for Fall, 1913. Made in plain cardigan stitch and tailored finish. Courtesy F. W. Robinson, Ltd., Toronto.

of business done so far indicate that, if the season's sales records are being surpassed in large stores every merchant has good reasons for insisting on similar results. The hosiery campaign for the next three months is encouraging because the trade has confidence that new records are possible, notwithstanding changed selling conditions.

WATCHING TARIFF DEVELOPMENTS.

Hosiery manufacturers are not ready to commence operations or give quotations for next Spring until the U. S. tariff decision is announced. It is reported that larger buyers are carefully watching events and want to be on the ground, so as to take advantage of prices, which are expected to advance.

Samples for Spring, 1914, in staple numbers are assembled here and buyers are eager to place covering quantities on several numbers. This is unusually early and although first samples are a month ahead of other years, buyers have already looked at samples. So far, staples in ladies' lisles and men's half hose only have been received, but buyers are booking orders. These anticipate any revisions in U.S. tariffs on hosiery from the German mills. At present quotations are from 5 per cent. to 7 per cent advance on particular numbers and prices are firm throughout.

INFLUENCE OF STYLE.

The influence of style on next season's hosiery is a matter of conjecture. One feature which will improve is the demand for vivid colors for dress or evening wear. In exclusive departments at present, gauze silks, with lisle foot and garter top are selling in high colors. These shade from cerise to flame and pink and comprise burnt orange to canary yellows. Two light shades of blue, royal and saxe are exceptionally good. Pearl gray and taupe are good and the latter is selling stronger for street wear. Mauve is good again and purples and amethyst are selling in limited quantities. For high novelty, net or filet styles with gauze foundation and the sheerest of weaves in two tones are the leading numbers. Some of these filet effects are woven with transparencies and are unique, as the color of the beadwork contrasts with the ground thread. Another good combination is accordion and plain weaves. A two-tone ingrain foot and ankle is completed with a full-fashioned silk leg. This gives the necessary stretch which in an ingrain stocking is impossible.

BULGARIAN COLORINGS IN FAVOR.

The trend of hosiery is closely allied with the influence of other styles. Bulgarian and Eastern colorings are growing in favor this season. Many of the exclusive designs comprise Rhinestone and metal effects. Some of the beaded designs and eccentric color combinations are remarkable in texture. There is also a feeling among buyers that elaborate embroidered hosiery in plain shades will sell better for evening wear during the coming Fall and Winter. This may be a forerunner of confidence in colors again for medium trade.

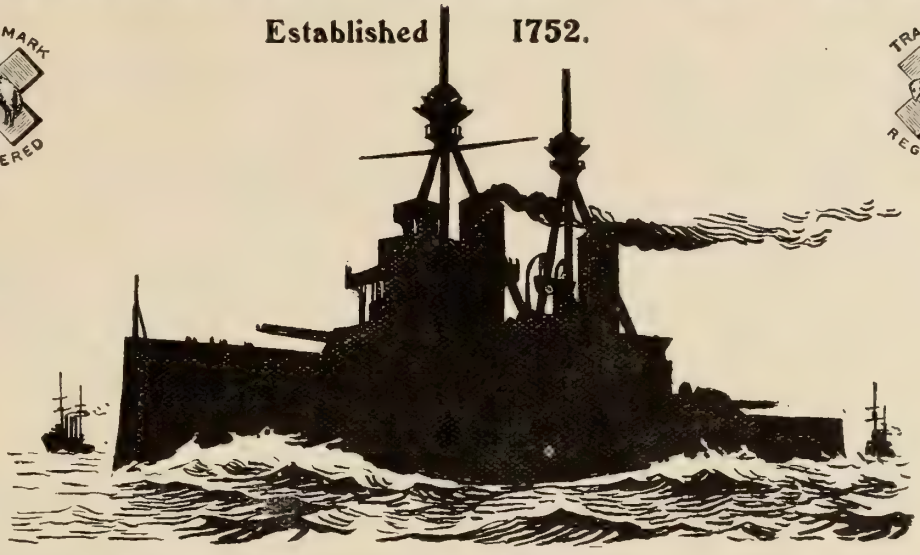
Prevailing modes demand that the color of hosiery must match the gown. In the shoe department the tendency is so marked that the range of vivid shades mentioned is being matched in dancing pumps. Buyers are not expecting that the sale of gauzy effects in hosiery will drop off next season. They are not inclined to see any departure from light weights and gauzy weaves for Spring, 1914. Some of the extremes will pass, as a one season novelty and be replaced by a later style.

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Established 1752.

TRADE MARK REGISTERED



Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, LTD.,

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

THE JAY FINISH TRADE MARK UNSHRINKABLE

JAY

UNSHRINKABLE WOOL UNDER-WEAR

Every garment bearing this mark is guaranteed to be satisfactory in every respect. Your customers will find JAY Underwear more comfortable and durable than any other woollen underwear—Write for price list to the Wholesale Agents:—I. & R. Morley, G. Brettle & Co., London, Eng.

Made in ENGLAND



Alfred Hawley
DYER

When buying Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

BURRITT NOVELTIES

Are Quick Sellers



Is your knit-goods department on a good paying basis or is your stock remaining on your shelves unsold? With

Dominion Brand

Sweater Coats and Caps a good turnover is assured. Made in the latest styles from high-grade yarn, these garments appeal to up-to-date people who want style combined with quality. And these goods retail at prices that ensure you good profits and satisfaction to your customer.

Our traveller will be calling on you. Be sure to see our large range on samples.

A. BURRITT & COMPANY

DOMINION MILLS

MITCHELL -:- -:- ONTARIO

"Craftana."



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses



You would not think of selling hosiery seamed up the front

Then why **continue** to sell Hosiery with seams up the back — in the toe or foot? Why continue to sell such seamy, uncomfortable things when you might just as well sell the **better** hosiery—the **Pen - Angle Full - Fashioned Seamless Kind?** These stockings are made **without a sign of a seam**—and are the **only** full-fashioned hose made in Canada that are actually **knit** into shape, and shaped lastingly to the curves of the foot and leg as they are being knit. Women have waited years for such hosiery—and they'll ask for it at your store. So **be wise**—stock the Pen-Angle Full-Fashioned Seamless Kind.

PENMANS LIMITED

Paris -:- Canada

UNDERWEAR
HOSIERY SWEATERS

WARRANTED HIGH PENMAN'S GRADE HOSIERY

Pen-Angle Hosiery

For The Holiday And Tourist Season The Public Look For Quality And Style.



JAEGER PURE WOOL GOODS

Satisfy This Demand.

Coat Sweaters for Men and Women. Knitted Suits and Jerseys for Children—in great variety of styles and colourings. Pure Camel Hair Travelling and Sport Coats for Ladies.

Neglige Shirts and Shirt Waists in Pure Wool Taffeta and Wool Zephyr.

Exclusive styles and designs.



MOTOR COATS AND TRAVELLING RUGS

Dr. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY, LIMITED.

HEAD OFFICE & WAREHOUSE -:-:- 243 BLEURY MONTREAL

NOTHING BUT WOOL

The very softest and best of wool yarns are used in making

TRADE MARK REGISTERED TIGER BRAND.

Tiger Brand Underwear

That is why it feels good and wears so well—and why it brings customers back for more. Every button is put on for keeps, every seam is stout and strong, every complete garment is substantial and well finished.

Write for Particulars.

The Galt Knitting Co., Ltd.
GALT, ONT.

Agents:—Ontario, J. E. McClung, Toronto, Quebec, Philip de Gruchy, Montreal. Maritime Provinces, Fred S. White, St. John. West, Hanley, McKay, Chisholm Co., Winnipeg.

TRADE MARK MADE BY THE GODERICH KNITTING CO

The Maple Leaf Brand Cements Patronage

WHEN you hand your customer a pair of "Maple Leaf Brand" Hose or Mitts you are making the first step towards cementing that customer's patronage. These goods are made to satisfy the most particular patrons, being built of high-grade materials with fit, durability and appearance woven into them.

It will pay you to see them. Send for 1913 samples if our agent has not called on you.

Goderich Knitting Co., Limited

GODERICH, ONTARIO

The Underwear That S-E-L-L-S Fast



Pen-Angle Underwear (the kind that's knit into lasting shape) is bound to give your customers perfect satisfaction.

Every garment is so shaped in the special Pen-Angle knitting process that it won't sag, stretch or lose its exquisite shapeliness — and even the wash-tub has no terrors for this perfect Underwear.

Pen-Angle offers the best value you can get for the money. It retains, to the end, all the splendid qualities that made it sell in the first place. That's why Pen-Angle Underwear sells so fast.

Pen-Angle Underwear

PENMANS LIMITED

PARIS - - CANADA

Underwear Hosiery Sweaters

"Monarch-Knit"

The Standard for Style Quality and Workmanship

Among the most popular styles of Fancy Knit Sweater Coats for men is the famous "Shaker" such as shown in the two accompanying cuts M.92 and 53. These are full fashioned garments knit on special type of machines. Our entire range of Shaker coats should be in your stock. See it now.



Middy — L-3 — Full fashioned Cashmere Middy Blouse entirely new.



53
M-53
M-53 — Shaker Coat — Strictly full fashioned throughout. This coat makes a very stylish and serviceable ladies' garment.



B-45.

B-45—Boys' and youths' full fashioned Norfolk sweater coat in yoke effect.

THE MONARCH KNITTING CO.

Factories at: Dunnville, Ont. St. Catharines, Ont.

"Monarch-Knit"

Jerseys for Spring and Summer 1913

The Jerseys are very popular knitted garments for Spring and Summer wear. They embody comfort, neatness and style giving freedom of movement to the outing man, woman, or child. Push Jerseys this season and add largely to your profits by increasing your sweater and Jersey sales. We also make a complete range of full fashioned bathing suits. Send for samples.



L-107—One of our new Middy styles.



M-40

M-40—This coat is equipped with the famous "Tri-Collar" suitable to all kinds of weather.



M-92—Made in Jumbo Stitch. This class of coat will be very popular for the coming season.

The Largest Fancy Knit Goods Manufacturers in the world.

LIMITED. HEAD OFFICE DUNNVILLE Ont.

St. Thomas, Ont. Buffalo, N. Y.

IMPERIAL BRAND PURE WOOL UNDERWEAR

Apply the "Imperial" tonic to your Fall Underwear business

Not only are we specialists in underwear, but we are specialists in men's underwear—we go even farther than that; we are specialists in **Men's Wool Underwear.**

Our values in men's natural wool, men's elastic knit, men's high grade imperial, are as yet far above the average and are leading the best with a long lap ahead. Years of practical underwear experience accounts for our high standard.

Send for samples of our wool lines.

Your Present Needs

whether natural wool for Spring wear of double thread balbriggan for the warm weather, will be attended to promptly with the most careful attention possible. Write for samples.



KINGSTON HOSIERY COMPANY

Established 1880

Kingston, Ontario

WE frequently have requests from Merchants asking if they can secure cuts shown in the Editorial section of "The Review."

These cuts can be secured at less than actual cost if applied for immediately after each issue to

Engraving Dept.
DRY GOODS REVIEW
Toronto

Ladies', Misses' and Children's Underwear

For Fall 1913

Before placing your order for Fall goods kindly await the call of our representative, who will be able to show you many improvements in our well known brands, viz:

Zenith BRAND REGISTERED Crescent BRAND REGISTERED "Velva" BRAND

in Womens', Misses', Children's and Infants' Vests, Drawers and Combinations.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. W., Toronto, Ont.

Share with us the Success of this

Quintette of Quality

Hosiery for Men, Women and Children

"THE WEAR IS THERE"

"Eclipse Rib" "Excelsior" "Paragon"
"Italian Silk" "Gauze Silk"

YOUR WHOLESALE CAN SUPPLY YOU

Thomson Knitting Co., Manufacturers, London, Ont.

SELLING AGENTS :—

W. R. Begg, 20 Wellington Street West, Toronto, Ontario; Stuart M. Campbell, 400 Hammond Building, Winnipeg, Manitoba; J. Dudgeon & Co., 149 Notre Dame Street West, Montreal.

80-80-80

THREE EIGHTIES BRAND

BACK in the Spring of 1902 we conceived the idea of making a low priced stocking just a little better than any of the numerous cheap styles of women's hosiery which were then being sold in the Canadian Market, of taking the same care in the knitting, finishing and inspection as we would with the most expensive styles, and of selling this hose under a registered name.

Just a little better than seems necessary to compete, this was the idea with which the first pair of Three Eighties Brand was made, and this is the policy we have maintained for the past decade.

The Chipman-Holton Knit

MANUFACTURERS OF

SUNSHINE HOSIERY REGISTERED.

MILLS:
HAMILTON - WELLAND

HEAD OFFICE:
HAMILTON, - CANADA

HOSIERY

FOR WOMEN & MISSES

During this time thousands of merchants have come to know that by specifying Three Eighties Brand they obtain a stocking just a little better made and just a little better value than in any other way.

Back of every pair of Three Eighties Brand are ten years of steady uninterrupted growth in sales. Three Eighties Brand has the largest sale of any style of hose in Canada. For quick turnovers in your hosiery department stock Three Eighties Brand.

ALL WHOLESALE HOUSES

ting Company, Limited

E. H. WALSH & COMPANY

Sole Selling Agents

HEAD OFFICE:
MANCHESTER BLDG., TORONTO

BRANCH OFFICES:
CORISTINE BLDG., MONTREAL
HAMMOND BLOCK, WINNIPEG

RESIDENT AGENTS:
ST. JOHN, N.B.
VANCOUVER, B.C.

What This Advertising of Radium Hosiery Means to You

THIS year will witness a marked increase in the sale of high-grade hosiery. A nation-wide advertising campaign, of a character superior to anything of its kind that has heretofore appeared in Canada, is now in full swing. The public is being awakened to a realization that proper hosiery is as essential a part of correct attire as any other article of wearing apparel. They are being convinced, especially, of the superiority of "Radium" Hosiery.



These window cards form a connecting link between the advertising and your store; and their presence in your window means increased hosiery sales. Have you received your set?

That you may not miss a single sale developed by our advertising, see that these handsome four-colored window cards are sent to you at once. Illustrations here give but a faint conception of their fine appearance.



THE leading newspapers are heralding the merits of "Radium" Hosiery. Throughout the Spring and Summer, more than a million people will be reminded constantly that these goods possess the quality wanted. When the desire for them is thoroughly aroused, the public will look for these cards in your window. Don't disappoint them. Do not allow a single sale to slip away from you—for every new buyer attracted by "Radium" can be made a permanent customer.

Already the newspaper advertisements of "Radium" are attracting widespread attention. The cards will deepen the impression — one such card in *your* window in connection with a hosiery display, will surely be a great aid in stimulating your hosiery sales. Simply address

PERRIN FRÈRES & CIE., Montreal

TURNBULL'S
MAKERS OF THE FAMOUS "CEETEE" PURE WOOL
UNDERWEAR

DEALER TALK

Something About Satisfaction

You are on the firing line—you meet your cutomers directly—enjoy their confidence, hear the praises of your goods or receive their complaints.

Complaints detract from business — unsatisfactory goods mean loss of customers. Therefore it is up to you to handle goods that bring your customers *back time after time* with the knowledge that *your* goods and *no others* will satisfy them.

CEETEE
PURE WOOL
UNSHRINKABLE
UNDERCLOTHING

has proved its worth. For sixty years, it has been on the market with satisfaction.

Moreover, our strong widespread advertising is piling up the sales for the dealer, year by year.

The dealer who sells "CEETEE" Underwear has nothing to lose and everything to gain. Make a trial order now—Our travellers are on the road.

The C. Turnbull Co. of Galt, Limited

GALT, - - - ONT.

79

DENTRO
THE WEAR IS THERE
D KNIT O

Mits, Gloves, Toques, Hockey and Motor Caps, Sashes, Mufflers and Sweater Coats

The new line that you cannot afford to overlook while selecting your Fall stock of the above lines.
We make a big feature of style and quality—the combination that go hand in hand with big business.

Write for samples.



The Williams, Trow Knitting Co.
Limited
STRATFORD, - - ONTARIO

Agents
J. M. ROBERTSON & COMPANY
70 Bay St., Toronto.
GEO. A. HARRIS
Hammond Bldg., Winnipeg.

Attention!!!



We take pleasure in stating that our new mill in Brantford is now running in first-class shape, and we are prepared to take all REPEAT ORDERS for Spring Goods—and deliver promptly.

Also—we assure you that all orders for Fall Goods will receive prompt attention. We have no hesitation in guaranteeing deliveries.

Book your order now
for
The Underwear That Will Wear

Our range of Underwear consists of

INFANTS'
CHILDREN'S
LADIES'
BOYS'
MEN'S
TWO-PIECE AND UNION SUITS
Everything from Cotton to Mercerized Silk and Wool

Don't Forget

We are the makers of WATSON'S SPRING NEEDLE UNDERWEAR and the GENUINE KLOSED-KROTCH COMBINATIONS

Trade-Mark Patented Jan. 17th, 1911

The Watson Manufacturing Company, Limited

Brantford .:. Ontario

Be a Leader with the New "Hermsdized" Hosiery—



Hermsdorf Brilliants

Never before in the history of hosiery finishing was it possible to give cotton goods the even, "streakless" colors that result from the "Hermsdizing" process.

Blues, greens, helios, purples in all shades are produced with absolute uniformity by the "Hermsdizing" process—and, in addition to this, the hosiery has the soft feel and the bright, permanent gloss of silk. Further information on request.

Let your black hose be

HERMSDORF FAST BLACKS

and profit by their firmly established reputation.

"The Name that Sells the Stocking"

Louis Hermsdorf Dyer

Works: CHEMNITZ, SAXONY. American Bureau: 235 West 39th St., New York.

USE "KAYCOSE" Foundation WASHABLE LETTERS FOR HAND EMBROIDERY. BRIT PATENT 21129.

"KAYCOSE"

USE "KAYCOSE" EMBROIDERY WASHABLE Appliqué Letters.

Of all Wholesale Warehouses

Ask for catalogue

KRAUTHEIMER & CO., 20, Edmund Place, LONDON, ENG.

Textile Soaps

A SPECIALTY

THIRTY-FIVE years' experience in the manufacture of textile soap in England and in Canada.

Send for Samples and Prices

LONDON SOAP CO.

(A. G. Phillips, Prop.)

LONDON, - ONTARIO

HEALTH BRAND UNDERWEAR

Guarantees
Satisfaction to
SELLER and BUYER

**In Pure Wool,
Wool and Cotton Mixture
and Cotton**

ALL SIZES

For Men, Women and Children

The demand for "H.B.U." will exceed all past records, so let us book your orders early.

Greenshields Limited
Montreal

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ _____191

PLEASE TELL ME WHERE I CAN PROCURE _____

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NAME_____

ADDRESS_____

DRESS GOODS

The Review Color Card for Fall 1913-14

High colored trimming silks will give the small merchant the necessary color variety —Colors featured in Paris, New York, and leading fashion centers—Blues lead, with yellow tones second.

THE LONG REIGN of black and white is at last broken, and the swing back to colors has commenced. For the coming Fall much of this feeling will be expressed in the use of high colors in printed and patterned fabrics used as trimming, and the materials used for the street costume and for gowns for afternoon wear will be in dull rich shades that will form a background for the high colored trimming fabrics. Just at present these materials are featured in Bulgarian patterns. These patterns doubtless will be prominent in the coming Fall season, but there is sure to be some further development that, while retaining the vivid color effects, will have a new note. Already there are signs that point to gay stripes, fancy checks and floral effects in gay color. Doubtless the ribbons and fabrics in Cubist and Futurist colorings and designs point the way to a further development in this direction.

Without doubt blue stands out as the leading color and will continue to do so as this color is the best foil to the bright patterned silks now in vogue for trimming purposes. At the Easter parade in New York, blue lead easily with navy, old blue, and China blue as the leading tones. Next to blue stands yellow; and old gold, brass, mustard, terra-cotta and mahogany are all well worn colors. Taupe is also a leading color, and bright, yet soft tones of green are coming strongly. Nell rose and various shades of red, having a tinge of orange in their make up, are showing.

Very rich and exquisite shades of color are showing for evening and dressy wear. Yellow is in high favor, and a wonderfully deep rich golden yellow called flame stands first. Not quite so conspicuous and therefore perhaps a safer seller, comes sand color. Mandarin is another rich yellow verging in orange and mustard. Old gold, brass and champagne are all good shades of yellow.

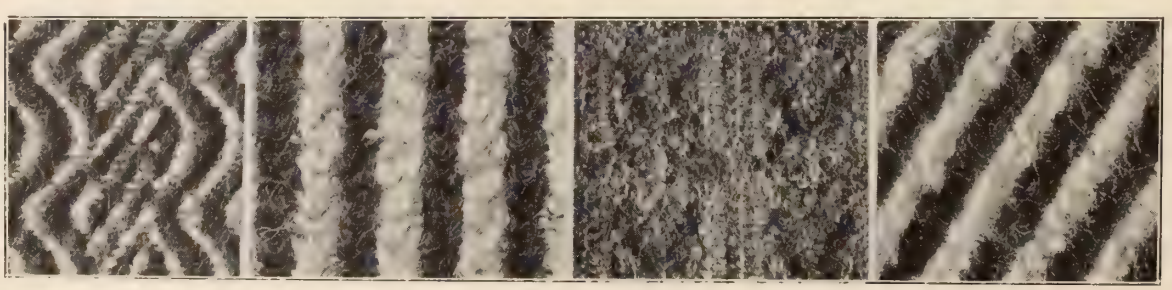
The new rose shades are lovelier than ever, but they one and all have a touch of yellow. Almond blossom is one of the best, but has a close rival in peach, which as its name indicates, is the soft color of downy ripe peach. Japonaise is a brilliant cerise, Sautrelle is a clear greyish green and there is a vivid emerald or grass green that is well thought of.

Petale d'iris is a rich purple and morning blue is a warm clear sky. Particularly favored is moonlight; and orchid is a pale heliotrope tinged with rose.

All these colors are featured in the new silks and brocades.

USING COLOR CARD.

The first color card is given for the buyer to work from. These colors the buyer must have in stock, and with them, and with a stock of vari-colored patterned trimming silks, he will be perfectly able to serve his trade satisfactorily.



Novelty mantle cloths in two-tone Jacquard and rough looped weaves. Shown by Nisbet & Auld.

McINTYRE'S

The Specialty House of Canada

DRESS GOODS

For Fall 1913

Our samples for Fall will be in the hands of our representatives this month.

If you want your Dress Goods Department to reflect the trend of fashion and to have the newest fabrics you cannot afford to miss seeing these lines, which are absolutely the leaders for the coming season:

Brochés **Bedford Cords**
Whipcords **Gabardines**

Our line of Broché*s* embraces velvet, silk and wool broché*s* in all the leading colors and patterns. Our fifty-two-inch Gabardine is a splendid suiting material.

Bulgarian Silks

For dress trimming and millinery purposes.

Charmeuse Silks

in plain and broché*s*—all shades.

McIntyre Son & Co., Limited

MONTREAL and WINNIPEG

OFFICES IN

Halifax	Ottawa	Toronto	Calgary
Quebec	Peterboro	London	Vancouver

European Offices: Manchester Paris Chemnitz

The buyer for the large city department will have to study colors more thoroughly than for many seasons past. The whole tendency of fashion is in favor of the fanciful and strictly away from the plain tailored idea. Therefore color is becoming of supreme importance because of the fact that many light weight materials and silken fabrics will be wanted for dressy wear.

COLOR CARD FOR THE FALL SEASON OF 1913-14—COLORS TO WORK FROM.

Copenhagen, light navy, navy, tan, golden brown, nickel, taupe, myrtle, wine, purple.

NOVELTY COLORS.

Blues—Persian, Chinese, moonlight, old blue, Copenhagen, peacock, cadet, royal and nattier.

Yellows—Orange, coque de roche, old gold, brass, mandarin, corn color, champagne, beige.

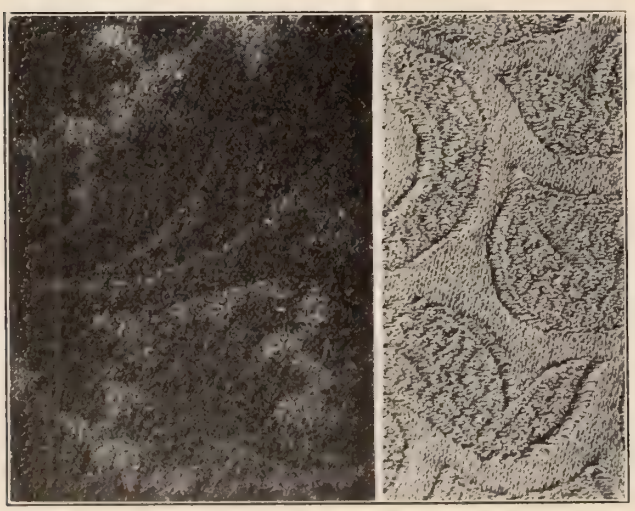
Reds—Brick, terra cotta, mahogany, Indian red, flame, cerise, apricot, almond blossom, peach bloom, heather, old rose, beet.

Greens—Emerald, prophet, Russian, leaf green, sauterelle, reseda, sea green.

Purple — Eveque, royal purple, prunelle, wisteria, orchid, heliotrope.

Greys.—Taupe, nickel, silver grey.

Blue stands first with the novelty shades stronger than staple navy. The list of new blues is a long one and contains many beautiful shades. Next to blue Paris places yellow, but most Canadian buyers will be inclined to substitute the rose and red shades instead. The new pinks are very beautiful being more on the apricot order, and even the brilliant cerise shades contain a hint of yellow. Old rose is again en evidence. There is a very strong bias towards greens, both in the softer sea greens and greyish reseda tones. All the purple shades are strong, and this comes in many lovely tones. Taupe is the leading grey and brick, terra-cotta, and mahogany are fashionable colors. To put it shortly the buyer should study the colors used in producing Oriental rugs to get the right tones.



Right: Wool velour broche for coats. Left: Wool broche for suitings. Shown by McIntyre, Son & Co.

A Difficult Season Ahead

High prices and slow delivery promised on all desirable woollen fabrics—Style idea still points to rough weaves—Wool brocades the new feature.

Higher prices and slow delivery are two factors that the trade is face to face with in woollen materials at the present time and which promise to dominate also during the Fall season. British mills in particular are running up to their full capacity and all have orders booked far ahead, making the question of early delivery one that is difficult to entertain. Moreover, there is a difficult labor situation to contend with. Happily the dyer's strike is settled with, but while it lasted it has resulted in further complicating an already difficult situation.

There is little prospect of any material change in wool values though the absence of United States buyers from the market is causing some fluctuation in values at the present time. This absence is due to tariff uncertainties and not to any fundamental change in the underlying situation.

Monotone effects in wool jacquards are the leading feature for the coming Fall season. These are two-tone effects shown, but with some notable exceptions they are not so pleasing nor so promising as the solid color effects. Many of these jacquard effects are produced in bright finished cloths with the very evident intention of entering into competition with the popular silk brocades. Buyers are more partial to the fabrics with cord grounds and brocaded Bedfords and brocaded reps will be a leading feature in the new Fall cloths. Many novelties come also in sponge and ratine effects and as these are in keeping with the tendency toward pile and rough surfaced woollens, cloths of this class will be good sellers particularly in the better priced goods.

Bedford cords look good for Fall in popular priced merchandise and not only are plain Bedfords showing, but the mills have brought out an extensive range of new styles in Bedfords that are meeting with popular approval. These cloths are in weights suitable for Winter wear, and to a certain extent ap-



The cloth with a permanent crinkle that will not wash out. We make and guarantee it fast to light and soap. For **Kimonas, Underwear, House Dresses, Children's Dresses, Draperies, etc., etc.**

Your Wholesaler Has It

Dominion Textile Co., Limited - - Montreal

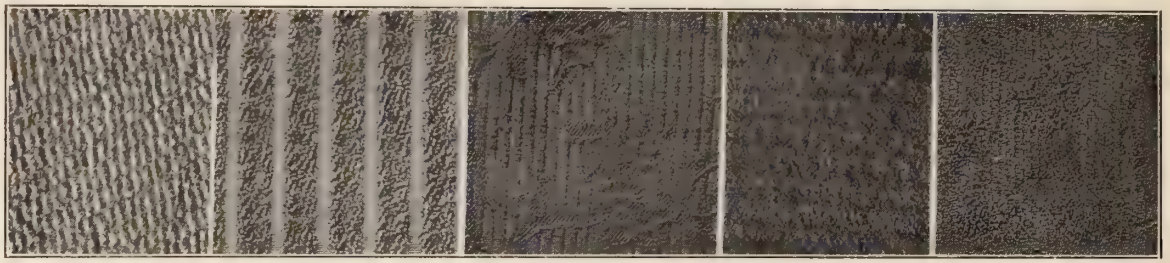
Sold at a lower price than ever before and equal to any cloth on the market at a higher price

proximate the styles shown in striped velour de laines.

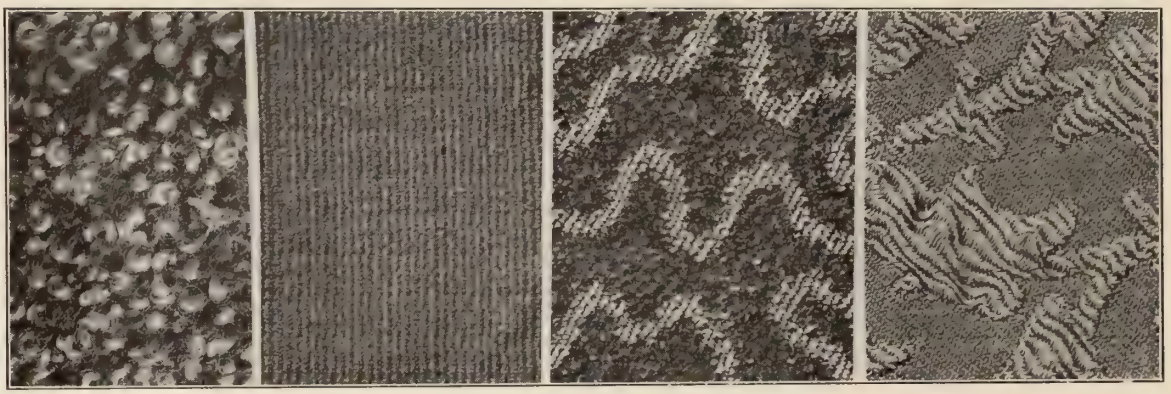
Cut velour de laines and striped and brocaded eponges figure largely in all orders for better grade materials and, in spite of the big run on cotton eponges this Spring, this fabric in good qualities will be a popular material in the coming Fall. There is a decided shortage in the market of this material for neither wholesale nor big retail buyers had enough confidence in its vogue to place the necessary orders early enough to secure the goods when wanted, consequently epones are one of the materials that cannot be obtained. And the present want will add materially to the success of this fabric for Fall selling. For the trade, that will not take eponges, serges of rough pebble finish should sell. Rough wide wale diagonals will also be good property.

Lovely soft finished cloths on the order of the closely sheered zibelines are also well thought of. Matelasse effects in blister silk on rep and soft serge grounds are also good. Brocades have a tendency to become indefinite in outline, and the best patterns are only moderately large. Repeats are of moderate dimensions, about 3 in. is the limit of the most desirable patterns. This indefinite outline results in some very artistic effects and moreover they are not too pronounced to meet with general acceptance.

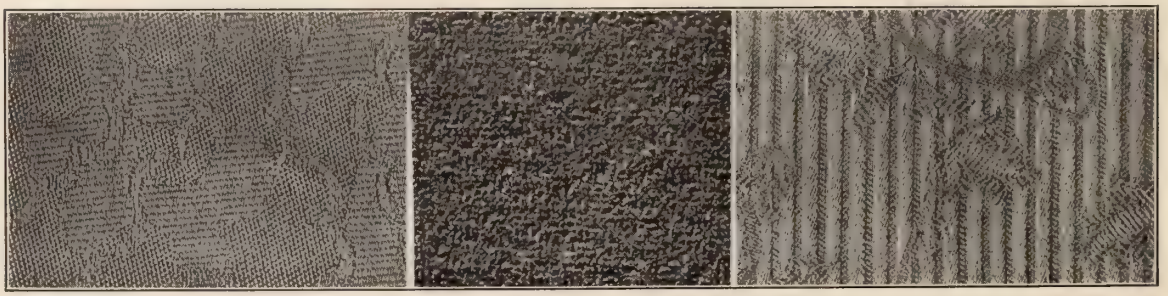
There is a tendency in imported goods to favor checks with plain material to match. This is a development of the vogue for the coat and skirt of separate materials launched in Paris a year ago. The



Left: 1. Chinchilla cloth in suiting weight. 2, Ribbed ratine cloth. 3, Cotele brocade. 4, Cut velour. 5, Ribbed brocade. Shown by W. R. Brock.



1. Astrachan cloaking. Nisbet & Auld. 2. C hecked rep, check formed by warp threads in Bulgarian shades, Nisbet & Auld. 3. Brocaded wooll en purple and black. 4. Blister matelasse silk figure on soft serge ground. Shown by W. R. Brock.



1. Brocaded satin cloth. 2. Brocaded ratine. S hown by W. R. Brock. 3. Two-tone brocaded Bedford cord. Shown by Nisbet & Auld.



DRESS GOODS

FOR

FALL 1913

Our buyers will be back this month from the European Markets where they have been selecting Dress Goods for the Fall trade.

Their selections are not "guess work," but represent the accepted styles and patterns of the world's fashion centres.

When you buy Dress Goods you want to be sure you are getting the class of goods that your customers will ask for. You don't want "stickers" and we don't want to sell you "stickers." That's why we send our buyers direct to the centres of fashion and the sources of manufacture.

It will be to your advantage to wait and see our Fall line before placing your orders. Our showing will include all the new cloths and many exclusive patterns. Fuller details will be given in our advertisement in the May 1st issue of The "REVIEW."

Again we advise you—W A I T.

BROPHY, PARSONS & RODDEN

Victoria Square - MONTREAL

"Dry Goods Specialists."

very high style shows fancy checks and plain material in velour de laine, peau de soies, and in reps and other materials. A highly attractive form of this fancy check is formed by a warp of high-colored threads forming a mingled indistinct pattern. Practically all the jacquard effects in Bedford cord satin cloth, poplin and in other cloths will be wanted for these combination effects.

Wool cords woven and cut in the same manner promise to be a big rival to cord velveteens, and cut cords are also indicated.

Big Season in Novelty Silks

Crepes the dominant factor, but interest not confined to any one fabric—Brocades strong—Further development in brilliant colored printed novelties expected.

At the present moment it would seem as though the woman of 1913 had chosen silk for her own fabric, and there seems little prospect that she will reverse her decision in this respect before Fall. Therefore, buyers are face to face with a record-breaking silk season in the coming Fall. Nor is fashion's favor confined to any one fabric, though crepes certainly are the dominant factor. Faille, brocades, broche crepe, moire crepe, matelasse and satin are all favored fabrics, while the Paris openings again brought taffeta into prominence.

Plain satins and charmeuse are just as favored as ever they were, especially for the foundation of dresses partially veiled with chiffon, lace or tulle. Satins are also freely employed for evening and afternoon wear. Satin is assured for evening wear during the coming Winter, as it accords so well with the glittering strass and pearl and the bead embroideries now featured.

Moire of a souple quality is being introduced and promises to be favored for wraps, gowns and for trimmings. Crepes, chiffons and even taffetas present the moire finish. Soft souple heavy cords with moire patterns are those favored.

Everything points to a big Fall business in fancy silks for, as sellers point out, buyers seem to be seeking for novelties in style. What is newest on the market is the best seller, and the largest percentage of the business is being done in high priced materials. It is not everyone that is in sympathy with this development, but the truth remains that the more striking is the fabric as to color and style the better it sells.

There is a big business developing in printed messalines, fleur de soie, and various cord weaves in high colored Oriental and floral patterns. This business as yet has only developed strongly in the city trade, but its very strength now means a further development in this direction in the coming Fall.

Pile Fabrics Heavily Booked

Velvets active in 42 and 44 in. widths—Many elaborate brocades—Outlook for plushes promising—Animal novelties good — Astrachans universal favorites.

Ample evidence is found on all sides of the growing strength of pile fabrics for the coming Fall season, for already big orders have been booked for Fall, 1913-14. Velvets are active, with 42 and 44-inch fabrics decidedly more en evidence than a year ago, indicating that the velvet dress is again to be a leading factor.

Velvet brocades are more elaborate, and are more extensively shown than for a decade, and their prominence this Spring lends color to the belief that they will be very important materials in the coming Winter. Brocaded velvet figures applied to silk grounds will be taken up in novelty goods.

The outlook for plushes is promising. Plush finished up the late Winter season in high favor for millinery purposes, and will certainly be wanted again in the coming Fall. There were promising indications favoring fancy plushes, and many novelties are showing for Fall. Stamped or crushed plushes have been out for years, but are being revived and there are many novelties shown in animal plushes. Imitation seal is not new, but will secure its share of the business. Imitation mole is sure to be good and there is a very striking imitation of civet cat that is attracting attention. Astrachans are universal favorites, and are being taken up in close, medium and large curl weaves, and in a variety of qualities. Pony skin and baby lamb are also taken up to some extent.

Silk Sales Are Still Growing

Interest is not confined to just one weave—Brocades are featured as the high novelty.

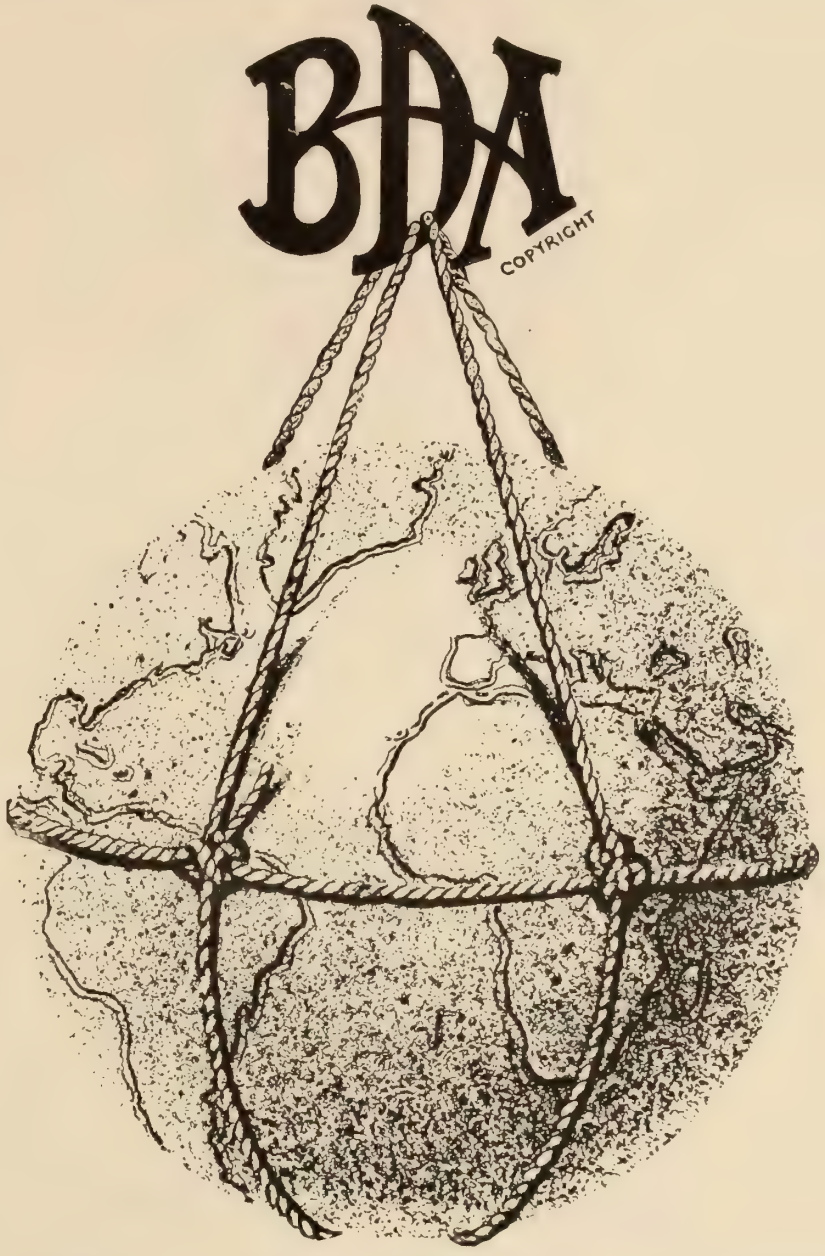
The vogue of silk materials is growing, and were it not for the variety of fabrics selling a shortage would be likely to develop and as it is buyers are finding that some fabrics are in none too great supply. This applies more especially to crepe weaves particularly to crepe de chine. The cutting-up trade is substituting crepe meteor which is a heavier weave, but one that is in better supply.

The demand is heavy for satin de chines and messalines, and the advent of printed fabrics will tend to extend the sale of this silk. This is because this silk forms the ground fabric of the majority of the Bulgarian, Oriental and Jouy patterns to sell at

(Continued on page 125.)

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The above are shown in all the new shades of Hungarian Blue, Marine Blue, Indian Reds, Violet, Wisteria, Old Rose, Tans, Browns, Navys, Etc.

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Season 1913-1914

The W. R. BROCK COMPANY (Limited)
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THESE HIGH GRADE VELVET DRESS FABRICS

MOONBEAM COSTUME VELVET—44 in.
Tan, Brown, Seal, Grey, Taupe, Mole, Wine. Laurel, Marine, and Navy Blues, Black.

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Excellent for Motor Coats



They add distinction to your Dress Goods Department

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CREAM SERGE SUITINGS



In light, medium, and heavy weights

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Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

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These brands represent the batting that your customers want.

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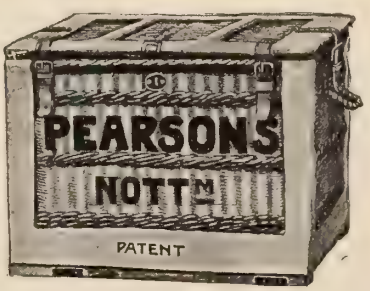
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GRAND PRIX FRANCO-BRITISH EXHIBITION, 1908

WORRALL'S

GRAND PRIX TURIN EXHIBITION, 1911.

IT IS ESSENTIAL

WHEN BUYING YOUR COSTUME

VELVETEENS

THAT YOU SHOULD MAKE SURE THEY ARE IN GUARANTEED FAST-TO-RUBBING DYES.

ALWAYS INSIST ON GETTING

WORRALL'S FAST DYES

THE DISCOVERY OF THESE DYES IS THE RESULT OF YEARS OF EXPERIMENT, AND HAS GIVEN TO VELVET QUITE A NEW VALUE FOR COSTUMES & GOWNS.

IT WAS FOR THE EXCELLENCE OF THESE VELVETEENS, FOR COSTUME PURPOSES, THAT THE

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FAST-DYED VELVETEENS

DYED AND FINISHED BY J. & J. M. WORRALL LTD MANCHESTER

THE PREMIER VELVETEEN DYERS OF THE WORLD

GRAND PRIX TURIN EXHIBITION, 1911.

FANCY GOODS

Latest Ideas in Toys for Christmas Trade

A wonderful variety shown—Mechanical toys which show in miniature the inventions and improvements of modern life — A description of some of the most popular novelties shown.

THE SELECTION of toys and novelties for German import placing covers every development in the imitation of the world's activities. Educational features are intended to interest children of modest ideas. The list of samples includes every toy, game or mechanical device. These are perfected by the ingenuity of German and foreign workmen. All the old favorite toys are seen and the list is growing, which takes advantage of clever mechanism to represent in miniature the scientific wonders of the time.

The problem which confronts the buyer of boys' and girls' toys is to secure more originality and detail to appeal to the public. Children are demanding toys in which expense is a secondary consideration, as long as the idea contains something different. Most of the newer or later novelty toys for next season and Christmas selling are unique because of this attraction. While many of the old timers are again in evidence, many new ideas are forward which are quite intricate. Whether buyers are limited to assortments for tables at from 10c to $2 or have demand for more expensive playthings, the choice is varied.

An assortment does not mean a large investment in any case. With import prices and discounts, early selection is safe and is not offset by style or clearing prices. In the first instance, some new novelty may appear, but new toys are not so expensive but an assortment can be added to complete showings. In the latter clearing prices for sample lots are sometimes offered. These odd lot prices are not so unusual as in other lines, compared with import prices. Starting the season early to take advantage of early retail buying and the seasonable advertising campaign is more important than these savings.

At the present time the assortments of dolls are still incomplete. Special values are promised in dozen lots as usual. Some of the leader beauty dolls rival advertised leaders of other seasons in size, value, workmanship and expression. Buyers have paid as high as $10.50 per dozen for their special $1 beauty doll, but this year the trade is offered splendid values at $7.50 and $9 a dozen. Ranges include dolls of all nations from the society kid-bodied jointed doll to Campbell kids, and celluloid and rubber washable babies. A suitable showing of dainty layettes and miniature toilet requisites is displayed. Samples of doll carriages are perfect in detail of imitation to complete this section.

Dolls suggest playhouses and equipment. The models and furniture to match comprise every modern idea in home architecture or furnishing to the smallest detail. Colonial mansions, bungalows, garages and stables in every size are prominent and complete with interior layout of rooms and furniture to match. The more novel fittings are fully equipped with kitchen cabinets, cupboards, tables, chairs and dishes in tinware, aluminum, enamel and dainty china. Most complete kitchen ranges in several sizes are also provided.

Closely allied with these lines are innumerable rocking horses and lifelike animals of the forest. One novel feature is horse, harness and cart arranged so that the driver guides the horse with the lines. Complete outfits now cover wagons and sleighs of every conceivable kind—droski, gipsy outfits, drays and waggonettes fully loaded and drawn by horses of all descriptions. In this connection the sales effect does not follow the trend or passing of the horse, although the boy imitates his adults the attraction of horses has not as yet given way to preference for a motor.

There is nothing new in military equipment. Several new lines indicate that boy and girl scout uniforms and accoutrements are a growing department. The assortment of bugles, drums and horns and new motor whistles is wonderful.

The range of mechanical toys which appeal to the inventive genius is larger than ever. As in the past, electrical, steam, gyroscopic and frictional principles are demonstrated. The former of these shows the most improvements, either to be attached to an electrical current or to generate electric power by



The Genuine "IDEAL" Hair Goods

Quality is the power behind the ever-increasing sales and the soaring reputation of "Ideal" Hair Goods.

We make a specialty of matching colors from our splendid line of switches. Satisfaction is ever our aim. Let us protect you from inferior goods. Let "Ideal" be your guide in selecting hair nets and hair ornaments.

The Ideal Hair Goods Co., Limited

Hair Goods, Hair Ornaments, Novelties, Etc.

77 York Street **TORONTO**

Montreal Office: 24 La Patrie Building

steam. Steam is the motive power of new model portable and stationary engines. Among the later innovations is a fully equipped fire engine, which throws a stream of water. Another engine runs a small dynamo. Traction engines and road rollers with side or upright drive are propelled by their own power.

New frictional, winding or automatic toys have been added. Automobiles include the self-driven car to the smallest of key winding limousines and racing cars. Every 1911 model is represented. The increasing number of machines of all makes and the different prices show the interest of juveniles in this section. Among the frictional machines or toys are designs of "pay-as-you-enter" cars up to a foot and a half long. One new model has doors, which open or close, controlled by the motorman.

Other mechanical toys of the winding variety are not so novel, but the seasonable zig-zag trains and animals, acrobatic monkeys, bears and those many animals with voices, donkeys, cows, goats, are as pleasing as ever to children of all ages. This season a new Alabama coon jigger is expected to make a hit. This toy does a step that is realistic and keeps time in humorous fashion.

Mechanical railways are complete from automatic shunting engines and cars and switch devices to round house, station, tunnel and landscape. The first of these is a model train and mogul grade climbing engine, on a graded railway. These trains work for sometime under their own momentum.

The Canadian Navy is more than completed. All kinds of super-dreadnoughts and torpedo destroyers are seen in the fleet. A model Titanic and a flotilla of motor boats and yachts, as well as every other design of craft are quoted at from 25c to $7.50 each, and up if desired. The demand for these toys is expected to be augmented by the present navy interest in Canada. Showing these boats on the water increases sales. A number of enthusiastic buyers, who are counting on making a feature of this department for next season, intend to complete the environment, running water, canal, locks, bridges and landscapes for their Toyland.

One or two more serviceable toys are likely to be leading sellers. A new bank in the shape of a cash register is a clever device. This savings bank registers 5, 10 and 25c pieces and the amount contained. The first coin locks the bank and it opens automatically when $10 is saved. There is no other way of opening unless the bank is broken.

Although not a German toy, the Marathon Racer is found in growing demand as a practical exerciser. This vehicle is popular with children because to ride

Selected fancy goods novelties photographed for the Review in the showrooms of Nerlich & Co., Toronto. The assortment includes ormulu, gold clock and tilting mirror, brass vase, candleabra, spirit stove and kettle, inkstand, and smokers' set. Manicure and toilet sets shown are in silver inlaid Parisian ivory. German silver and Pompadour design on ivory. The fittings this year are in good taste.





COLLAR CASE

WE make a large collection of fancy articles suitable for Stationery, Jewelry and Fancy Goods Trades.



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Always TRADE R MARK *Reliable*



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C. F. Rumpp & Sons

Manufacturers and Exporters of

Fine Leather Goods

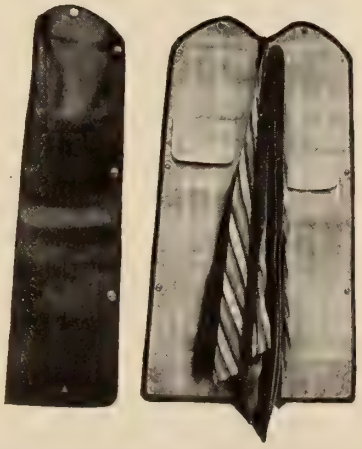
Philadelphia, U.S.A.



MILITARY BRUSH CASES

NEW YORK SALESROOM.

683 and 685 BROADWAY



MACDONALD'S SCARF HOLDER

Western Canada Representatives:

Williams & Miller

CALGARY, ALTA.

CORRESPONDENCE SOLICITED.



it requires skill. The exercise, through the notion of propelling the machine on the pavement or sidewalk, by keeping the body swaying and pressing the feet forward, is beneficial.

Another simple device is the Kum Bak game or hoop. A small wire bridge, with numbers on suspended cards is placed on the floor. The hoop is shot from crotched wooden holders by an elastic and then returns directly to the sender from a distance of 25 feet or more. If a card is struck in and turned over in passing under the arch the number of the card counts to the score of the game.

Among the larger toys of American make woodenware of all kinds and uses is coming in for placing. Furniture and especially tables, chairs, washing outfits, dolls' carriages, beds and wagons, automobiles and garden utensils are shown in great variety next year. Other departments, which are specialized for a time may lose their hold, but the imitation in toys and their power to afford pleasure is always evident season after season. They are part of the Santa Claus program and the exchange of gifts in keeping with simplicity in giving.

In more select or personal gifts, the changes in the showings are not of particular comment. In fact their selection is already largely defined. Leather, brass, silver and ormulu presents are similar to last year and the lines carried by importers are the choice of the best selling lines at prices to meet the demands of different classes of retail business. The assortments of manicure cases and fittings favor Parisian ivory and some rich silver engraved and ebony sets are shown. In brass goods the collection of jardinieres, vases, urns, tea and alcohol kettles and



Toyland and Christmas novelties from the German import ranges now ready. A grouping of mechanical toys, scenic railway, dolls and doll playhouses, magic lanterns and leading lines for next season. Each of these has some feature which is an improvement or entirely new this season. Photographed for The Review in the sample rooms of Nerlich & Co., Toronto.

and all prices. In completing the list of toys, every one of which is almost as staple as the articles included, assortments are certainly not decreasing. There is no end to new puzzles, games, paints, blocks, Noah's Arks, artist slates and blackboard easels. Whether the buyer takes ¼, ½ or a dozen of each, the chances are slight. The great number of saleable toys can hardly be enumerated but a small quantity of each seems to suggest too much stock, whereas at the height of the selling season, showings are depleted very quickly. This is particularly true of the leading price novelties.

Buyers are never able to judge quantities correctly, first because of the number of lines unintentionally overlooked or which cannot be represented in allotting the investment, the only safe rule is based on last year's sales and the most careful selection, within the amount to be expended for the department

lamps, candelabra writing sets, grate pieces and andirons are mostly in plain finish. A pleasing range of mirrors and novelties in ormulu, old gold, German silver and ebony are quoted at the special import prices. Boudoir clocks in metal, marble, ivory and imitations are sampled in new shapes. Baskets in raffia, Indian and prairie grass are selling well in the latter and the best of unique shapes and sizes to match the latest designs of furniture in numerous woods and grasses is hard to decide. Thermos bottles, auto and outing hampers and traveling requisites are more thoroughly equipped and many of the novelties in this class are in greater demand than heretofore. Lines which were considered high-priced are becoming part of the regular stock for this section. In cards, tally cards, cases and card sets for all occasions of fashionable entertaining the vari-

(Continued on page 73)

The Naiad Dress Shield is a staple that draws custom and makes money for the Dry Goods merchant.



UNSEEN—NAIAD PROTECTS

NAIAD
DRESS SHIELDS

The Dress Shield for Particular Women

A thoroughly sanitary and hygienic shield ---a shield that can be sterilized in boiling ---the only sure death for germs.



UNSEEN—NAIAD PROTECTS

"The Queen of Dress Shields"

—Every pair guaranteed.

—As good the day it is bought as the day it is made.

—Do not deteriorate with age.

Samples and Prices on Request.

Wrinch, McLaren & Co.

Sole Canadian Manufacturers

77 Wellington Street West, - - - Toronto

Business in Fancy Goods Unusually Active

New line full of novelties—A growing proposition in the Canadian trade—Hair ornaments in increasing demand—New ideas are decidedly Eastern—Rhinestone ornaments popular.

NOVELTY AND fancy lines are a growing proposition in the Canadian trade, and the rapid advance of this line can be gauged by comparing the number of houses that carrry these lines with those in business only a few short years ago. There is no wonder that the trade has grown, for splendid profits can be realized. The competent buyer by using only ordinary judgment can make more than the ordinary profit on a line where so many new and novel articles are so constantly being bought out.

A steady and increasing demand is being experienced for novelties in hair ornaments. The la Casque pins and combs are the best sellers and barrettes are always in demand. Paris is showing these pins, the comb and the barrette in sets with four pins, one comb and a barette to the set. One pin, the comb and the barrette belonging to one of these sets is illustrated. The pattern is worked out in Rhinestones and what looks like small gold beads set in lines and is very effective. In these days of Oriental fashions, everything glitters and sparkles and all pins, combs and barrettes are thickly set with or incrusted with Rhinestones. Besides shell goods, there is a growing fondness for white metal pins and barrettes. The setting, however, is not confined to Rhinestones for other mock jewels are freely used.

There is always the woman who prefers the plain pin or barrette. Very expensive combs and pins are obtainable in carved shell, but there are many substitutes on the market that have appearance at one-quarter the price. A very handsome line shows barrettes formed of three carved rings interlaced or three tied together with a bow-knot. Handsome pins in the same material come in various fancy shapes.

Importers are finding buyers very much interested in hair ornaments; so much so that advance importations, intended for Fall selling, have been placed on sale for immediate delivery. The greatest favor is accorded to the narrow filets or bandeaux made of single lines of glittering brilliants or of narrow diamante that encircle the head and either disappear under the back curls and coils or which go right around the head. Fixed to these filets or bandeaux, there are mounts of osprey, ostrich or marabout. Following the millinery fashions, the craze is for Eastern effects and some of these mounts are bizarre, in their height and many of them are placed right in the centre of the forehead or go shooting off from the coiffure at all kinds of unexpected angles. A jewelled cabochon usually holds the feather and some bandeaux show the cabochon alone. Not only are brilliants used, but mock jewels in other colors are also good though the Rhinestone effects are by far the best sellers.

There is a very big demand for Rhinestone jewelry and some very effective designs in bar pins, broaches and other lines, can be sold at very moderate prices. Amethyst and amber jewelry is also good and pearls, particularly seed pearls, are very much in evidence. Pearl necklaces are in demand both in seed pearl, medium and the larger sizes. Pearls indeed are staple. Slides through which a ribbon is slipped to form a bow, are showing. A new number is set with seed pearls and a pearl pin to hold the bow in place accompanies. While not exactly a novelty, the idea is new in this form.

Bar pins are always in demand and there are numberless pretty ideas in enameled pins. Gold top jewelry, either plain engine turned or chased and engraved in flat top bar pins, collar and cuff pins, sash pins, hat pins, cuff links, and shirt waist sets are selling in a variety of designs.



Vanity bag of pin seal lined moire. Bag with safety fastening. Shown by Flett, Lowndes & Co.

There is a big demand for rhinestone jewelry and not only are some of the new productions wonderfully cheap but they are wonderfully beautiful and artistic. This is because they are copied from expensive French productions.

The large and important looking hat pin has

"Stop Run" Hose Protectors and Loops

Will Help You Sell More Fine Stockings



Protectors

Here finally is the solution to the "run" that ruins so many stockings for your customers and prevents so many women from buying more really good hosiery.

The "STOP-RUN" will enable you to sell the sheerest silk or lisle stockings with the guarantee that hose supporters will not ruin the hosiery, no matter how great the strain.

The "STOP-RUN" grasps a large number of threads when fastening into the stocking and lies **perfectly flat.** This removes the strain on a few threads that ordinary supporters always exert and cause the "run."

The "STOP-RUN" allows the garters to be drawn as tightly as required.

The "STOP-RUN" is easily applied and is not removed until the stocking is laundered.

The "STOP-RUN" is worn outside the hose and does not touch or chafe the skin.

"STOP-RUN" Hose Loops for two garters to each leg; put up two pairs on a card, at **$24 per gross** cards, F.O.B. New York.

"STOP-RUN" Hose Protectors for women who wear three garters to each leg. Put up in a box at **$24 per gross** boxes, F.O.B. New York.

All with instructions and piece of fabric in one "STOP-RUN" showing how to fasten.

FREE DISPLAY LEG with silk stocking garters, and "STOP-RUN" with **five gross or more.**



Loops

You can sell great quantities of "STOP-RUN." Send a sample order.

THE SCHAFUSS COMPANY, 395 Broadway, New York

For Booklets, etc. and Information write to

A. H. WHEELER

Canadian Selling Agent

409-410 KING'S HALL BLDG. MONTREAL

Women Prefer "DUCHESS" HOOPS

—Because of holding thin or thick fabrics tightly stretched.

—The Felt Cushion protects the embroidered work from injury when being placed in or removed from the hoops.

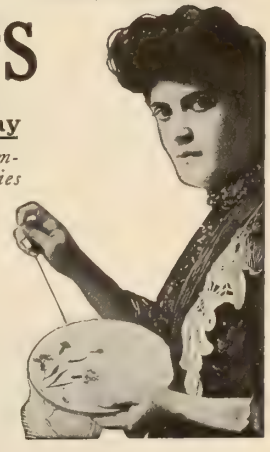
—No Springs or attachments to catch the silks.

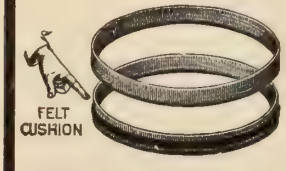
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Button wisdom is only acquired by following closely the smallest detail in style tendencies—in keeping closely in touch with the creators of the modes.

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We're now showing a complete range of buttons of all kinds and imported Rhinestone, Dress Trimmings, Ornaments, etc.



A. Weyerstall & Company, Button Manufacturers

Branch Offices: Montreal and Winnipeg. Head Office: TORONTO



Rhinestone filets with aigrette of marabout, showing the influence of Eastern fashions. Shown by Thompson Lace & Veiling Co.

given place to shorter pins with small and inconspicuous ball heads more in keeping with the present type of millinery. Typical is an imitation black pearl with a cluster of rhinestones set at its base and the size of a large pearl also is a pear-shaped head of faceted green glass set in a pierced silver case. Crystal hemispheres divided across either round or lengthwise, with rows of rhinestones, are new.

VANITY BAGS SELLING.

In bags, the selling at present is confined chiefly to vanity bags and pin seal is the favored leather. These bags are moire lined and contain mirror, powder puff and other fittings. In hand bags the tendency is to favor small shapes, and new ideas in safety bags are always welcome. The newest one has no frame visible as there is a flap coming over the top which almost covers the front and which has to be opened before the metal top can be reached.

Some handsome new bags are made of silk moire. These bags come in numerous shapes, ranging from the long purse bag closed with rings of the material to large sized bags that are fitted with vanity sets, carried in pockets at the side. Pockets also are provided for the card case and purse.

SPLENDID PROSPECTS AHEAD.

Stamped goods and art embroideries are a bigger line than ever and one does not have to look far into



1. and 2. Show towel and guest towel worked in cross-stitch. Shown by Hambly, Wilson.

3. Cushion worked in darning stitch and heavy embroidery. The ends finished with fringe. Shown by Hambly, Wilson, Wellington St. West, Toronto.

4 and 5. Baby towels, Irish hand embroidery in colored cotton. Shown by R. H. Cosbie, Wellington St. West, Toronto.

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Our specialty is the making of distinctive Pennants; distinctive in both quality and price. Manufactured in our own factory under strict supervision. Neatly and durably sewn by experienced operators. Our designers are experts in their line and we particularly solicit special designs, crests, etc. We'll make up drawings and submit proofs of any idea you suggest.

If you want Pennants that are better than the usual and lower in price, send for our catalogue, which will be ready within 30 days.

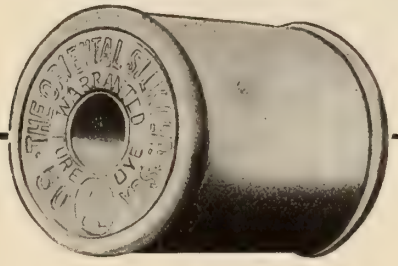
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Special Shades will be dyed upon request.

Handsome Oak Finish Cabinets for displaying stock will be furnished at half manufacturing cost price.

Oriental Silk Co., Limited

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Combs, Barrettes, Bandeaux and Hair Ornaments are guaranteed to give satisfaction.

We do not import we manufacture.

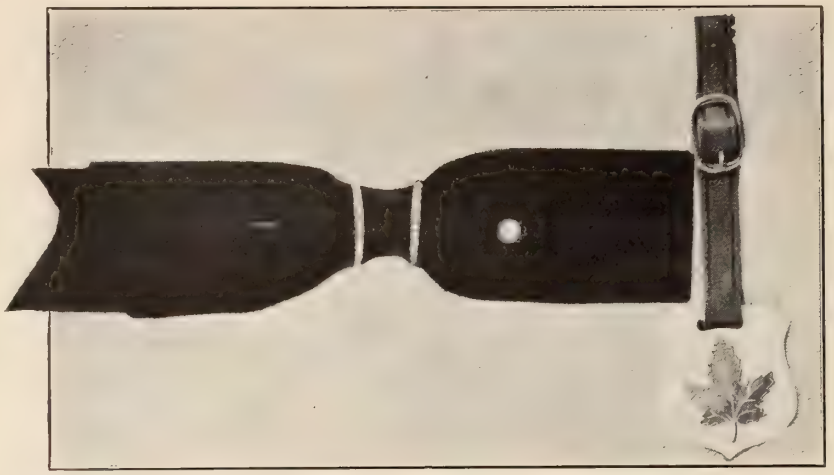
Quality and prices are right.

The Smith D'Entremont Co.

LIMITED

1475-1477 Queen St. West

TORONTO



Bow clasp set with seed pearls, and pearl pin. Shown by Defries & Woodman.

Souvenir fob. Shown by Defries & Woodman.

conditions in this line to see that the season ahead is full of unusual promise. This is due to the general prosperity in the Dominion and also to the fact that manufacturers are constantly improving the line. In the assortment for the present season, the majority of the articles are washable and this feature alone makes for increased business.

In the articles, prepared for embroidery, are many articles of wearing apparel and many of them such as gowns are ready made, or are semi-ready and in such shape as to be quickly and easily finished when the actual work is done.

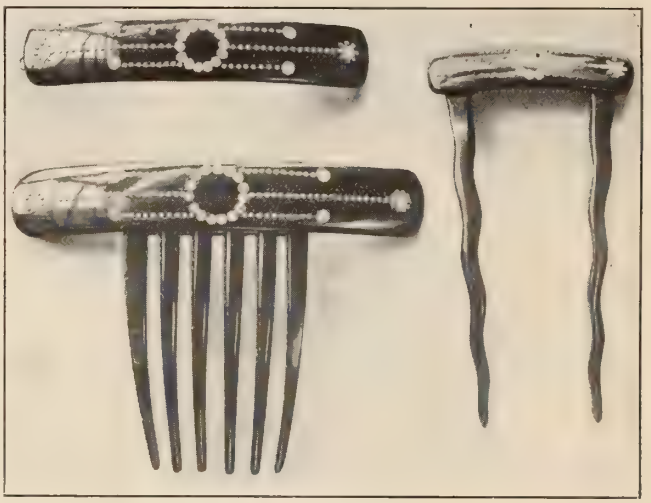
MERCERIZED POPLIN INTRODUCED.

There are many materials showing for development into bags, runners, table covers and the many articles of like nature that are to be embroidered.



Attractive and practical bathing cap of rubber cloth. The draw-string across the back secures the cap, and at the same time leaves room for the hair. Shown by Home & Watts Co.

Crash, however, keeps its lead. A new material introduced this season is a silky finished mercerized poplin. This cloth comes in tan, brown, and all the usual art shades. Fringes to match for finishing are



La Casque Pins and Combs Shown by Ideal Hair Goods Company.

used in various widths and there is a wide demand for Cluny laces, particularly in the better grades. So much is this the case that it is particularly hard to keep laces around the dollar mark in stock.

Souvenir goods are a big line in the Summer season, particularly at those places where there is much tourist trade. As a rule popular priced articles enjoy the best sale and a watch fob to retail at 25c ought to be a leading seller. This fob comes in antique silver and in a guaranteed gold finish and is decorated with the Canadian coat of arms, the coat of arms of the different provinces or with the ever-popular maple leaf in Autumn colors. A new idea is a canoe enameled in blue and with the word "Canada" across it. Leather straps complete the fob. There is also the usual assortment of sterling goods showing the maple leaf and the various coats of

arms. Birch bark boxes, etc., and a varied assortment of boxes and baskets in sweet grass always find a ready sale.



Novel Pennants Shown by Stedman Bros., Brantford and Toronto.

Handsome pennants are a line that every merchant can feature for the Summer months. These goods are carefully made and letters, imitating birch bark and in rustic effect, are new.

Latest Ideas in Toys for Christmas Trade

(Continued from page 66)

ety is remarkable and entirely a matter of choice. Among the selections of these different fancy goods lines some special quotations are quoted, which make the lines leaders, compared with prices for former years.

The most impressive feature in next year's selections of fancy goods and toys is the opportunity for demonstration and display. This favors some expensive or more intricate numbers to advertise toyland. The mechanical completeness of many of the lines in which sales are made in this way always maintains the interest of children as well as grown people. Christmas trees and Santa Claus are good attractions, but much of the success of next season's displays is based on the cupidity of children and appealing by the parents through the children.

The criticisms, that a lot of fancy goods has to be sold to make up for the sacrifice of profits in other staple departments is not convincing as results show. These results, for extra business through either a well arranged department or special toyland are evident in the goods themselves, which are ready for Fall, 1913.

Retail Merchants' Association Convention

The Retail Merchants Association are holding a convention in Toronto in April. Their meeting is in conjunction with a demonstration by the Office Specialties and System People at that time. Several of the wholesalers intend to hold sales for the benefit of the merchants who are in town. R. M. Trowern can give particulars.

Death of E. W. Gnaedinger

Montreal, March 20.—E. W. Gnaedinger, senior member of the firm of L. Gnaedinger, Son & Co., manufacturing furriers, Montreal, died suddenly, March 19th, after a brief illness. He had been suffering from an attack of la grippe, but it was not expected that it was anything serious so that his death came as a great shock to members of the family and friends.

Mr. Gnaedinger was born in 1852 and lived in Montreal all his life. He succeeded his father in the business in the year 1889 and was head of the firm which is one of the oldest established fur houses in the Dominion. He was a very active business man, and a liberal subscriber to charitable institutions.

He is survived by four sons, Victor and Reginald, of Montreal; Ernest, of Wallace, Ohio; and Cedric, of Peterboro, Ont. One daughter also survives, Miss Ruby Gnaedinger, of Montreal. There are also three brothers and two sisters. The brothers are: Edward, F. G., and J. T. Gnaedinger. The funeral which was held on March 20 from St. Andrews Church, Westmount, was very largely attended.

Hamilton, Ont.—Shea's dry goods business has been disposed of to James and Walter Murray of London, and Scott Murray of this city. The price paid was $80,000 for the good will and business.

Calgary, Alta.—J. Heiman has opened his new ladies' tailoring store on First Street west. Mr. Heiman's new store is modernly equipped with wardrobe cases, finished in white. The whole interior of his parlors is artistically finished in green and white. He has also opened a millinery department.

London, Ont.—The sudden death of Mr. Albert Edwin Pavey at his home, 487 Dundas street, last night, removes a lifelong citizen of London. Of late years he had lived retired, but was formerly in the wholesale woolen business under the name of A. E. Pavey & Company.

Moncton, N. B.—Word has been received of the death of W. Ryan Angus. Mr. Angus at one time carried on a successful men's furnishing store in Moncton, but sold out some twenty-five years ago, and has since been travelling in different parts of Canada for upper province clothing houses. For the last few years Mr. Angus resided in Vancouver.

MILLINERY

The Present Craze is for High Trimmings

Small hats came, were seen, and conquered —Eastern colorings in great prominence— The straw hat and feather fantasies chosen for early wear.

FOR THE early spring at any rate, the small hat came, was seen and conquered, and to sum up the season so far, the small hat is "it" and there is a craze for Eastern effects and for high trimmings. Before Easter, weather was all that could be desired and the straw hat is now firmly established. Though the Easter millinery business was satisfactory, there are other features attending the new millinery that are not conducive to good trade. I allude to the scanty trimming, that again is a feature. Women pay a good price for their hats, it is true, but still there is little profit for the milliner. This is due to the fact that workroom profits are almost eliminated and, though the ribbon, feather or floral garniture used is expensive, all the milliner gets out of its sale is just the ordinary merchandising profit and there is little or nothing for the making up and this profit does not cover when the inevitable left overs have to be taken into account.

The straw hat is paramount and for trimming there is a sweep of paradise or osprey, an aigrette, a tuft of neumidi or a fantasy in ostrich. And these fantasies are nothing if they are not extreme, for ostrich is subjected to every possible contortion. Plumes are bent and twisted into question marks and into other remarkable curves, and as for quill effects they take on all manner of fancy forms. Next to ostrich comes ribbon, and gay colored Oriental and rich flowered ribbons or plain faille, moire and velvet ribbons cover the crown and shoot off far beyond the brim in long loops.

When flowers are used they encircle the crown in flat wreaths or are placed erect in stiff aigrette like forms made of flowers and leaves. Sometimes a single rose stands up with its foliage in this effect. Malines is also a much used trimming and, besides the very smart pom-poms, this fabric is converted into feather and quill imitations and into large looped bows shaped over wire.

Many hats are of satin and tulle or of tulle and straw and there should be a further development in this direction for Summer wear. Though the high-class trade are featuring more subdued tones for the present, at least, the high colors have swept everything before them. Bright mulberry shades purple, American beauty or Nell rose, orchid, briass and emerald, are the leading tones. The colors featured by the better trade are brown, tete-de-negre, old red beige, blue and black, and this class of trade as the season advances will show soft tapestry shades.

Among novelties may be mentioned straw plush. This material has all the appearance of a rich silk millinery plush and is produced in bands and strips. Brims are faced with it and it is used to band crowns. It is at its best when combined with soft satin or crepe. Tubes of horse hair or corded silk covered with tulle are new and a novel idea is the use of bands around the crown of a hat.

Straws are expensive, particularly such Summer straws as leghorn and this is leading to the combining of straw with materials. Sometimes the crown is of straw and the brim of fabric but the usual combination is the straw brim and material crown. Straw flanges and straw brimmings are also used. Velvet crowns, crowns of satin or of crepe are much en-evidence and later on present indications seem to point to flat shapes on the shepherdess and mandarin order, only not so large as those worn in the past few seasons. Many of these are of shirred Malines or crepe or the crown is of velvet and the brim of crepe and ribbon, and flowers form the trimming. One model had the crown covered with turquoise blue velvet and the brim of shirred white crepe, and the trimming consisted of clusters of small field flowers in variegated natural shades.

Very smart was a hat of this type of pale pink crepe with the crown of heavy lace banded with large pink roses and bows of sapphire blue velvet ribbon.

More on the order of the hat of the moment was a medium sized cap like model made of white crepe —the crown just held several thicknesses of this fabric and was overlaid with silk run Malines lace. The drooping brim was of crepe run on wires and overlaid likewise with a flounce of lace. Bringing crown

(Continued on page 78)



Summer Styles Defined in the McCall range

Our representatives are now showing the advance modes in Summer millinery and accessories. If you are not certain of what is going to be correct for late Spring and Summer you will find the most approved styles clearly defined in this range.

Try the McCall service. Prompt, careful attention to all orders from six distributing points. We are showing the best values in the trade.

The D. McCall Company, Ltd.
TORONTO

Winnipeg Ottawa Montreal Quebec Vancouver

Futurist Furore Brings Fantastic Fashions

Weird effects of the futurist and cubist artists are being simulated by the milliners—Costumes are a riot of color—Bizarre effects are shown—General description of the style trend.

New York, April 1. RECENTLY there was held in New York an exhibition of pictures which has done more to influence the present mode than any recent event. At the time of the exhibit the "Futurist" and "Cubist" methods of painting were discussed everywhere and these very bizarre effects ultra in line and color, have resulted in a perfect furore of "futurist" fashions.

It is just about as difficult to explain the queerness of this style as it is for the average person to adjust themselves to purple hair and green clouds and other beloved devices of the poster style of art.

Much may be said of the unloveliness of the present mode and the unharmonious colors affected, but no one says it because, for the moment, to be smart one must be cubic in one's lines and put Joseph's coat of many colors to shame.

For several moons we have seriously discussed Oriental, Bulgarian and Balkan colorings, which are after all more or less one and the same and now we are ablaze with them all at once, only usually they are termed Bulgarian or Balkan if one is catering to the masses, and Futurist or Cubist, if one is catering to the elite.

Hats, gowns and nearly all wraps are a riot of color and a riot of form, for nine out of every ten fabrics used from ribbons to prints, are figured.

It is predicted that a quieting down of color at least will be noticed in the warmer weather, but, with the exception of white, color combination will be in greatest demand all season.

Many hats are made from the same material as the dresses; that is, colored or figured ratine, scrim, cretonne or silk, and these are well thought of for the cheaper trade. The smartest hat houses are making Ratine or Terry Cloth (Turkish toweling hats) as their success of last year seems sure of being repeated.

Very chic hats are also made from white cotton crepe. To get a color effect, the white crepe is drawn plainly over either pink or blue, and the hat is trimmed with wings, flowers or wings in the same color.

The effect is much the same as though the crepe itself were colored, but the tones have a wonderful softness. One could also use a gay Bulgarian lining with pleasing result.

The idea of using quaintly figured Chintz or cretonne is a novel and extremely attractive one. Small hats require little trimming other than bands of narrow velvet ribbon in two or more colors, and maybe a bouquet of small flowers.

Manufacturers are preparing for a tremendous demand in this class of goods. Frequently one finds Manilla facings in contrasting colors, but the chief charm of the majority of hats is their crushable qualities, being made on willow and most convenient for packing in one's suit case. Many straw hats have the same desirable qualities.

Just for the nonce small hats with trimmings towering out of all proportion are milady's choice, but the large hat on the shepherdess lines or having a sweeping curve from side to side and a high rolled back, are coming to the fore. This style of hat is already very much in evidence, the hats being small and medium rather than large, however, and for the most part simply trimmed with ribbon, which is bowed on the upturned back brim, the bow often shooting high in the air rather than resting against the brim.

There are many soft crowns and brims twisted and bent into an endless variety of shapes. Frequently broad or narrow ribbon bands appear to hold them in place, or a tiny but many-colored bouquet is caught in the edge of the brim or rests near the hair.

Never have the ribbons used for millinery been more beautiful and never have the prices been higher, for the vogue is only for the handsomest brocade and figured ribbons, which are in some cases five dollars a yard. The colorings are magnificent and the ways of using ribbon varied but more or less simple, so that the beauty of the ribbon itself may not be lost.

Colored velvet ribbons, particularly the moire velvet, are very much in demand in almost all widths. Two faced ribbons, plush ribbon, in fact, practically all fancy ribbons are worth their weight in silver if not gold, for it is impossible to supply the demand and almost impossible to get waited on at the ribbon counters these days.

Ostrich, good for so long, is still strong, the demand being for colors, and for exaggeratedly high effects.

Neumidi is another scarce and very fashionable trimming. One dollar a strand is the usual price at present. Vulture and imitation aigrettes, paradise and peacock in bleached and dyed effects are also very strong, it being understood that everything is highly colored.

The flower situation also is brightening, although so far the demand is for small combination bouquets, a few stick ups in the small odd colors and small fruits, peaches, plums and apples in miniature being combined with flowers, and by the way, the

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GAGE BROTHERS & COMPANY

Producers of Correct Millinery

Headquarters for all forms of Millinery Merchandise

small, many-colored corsage which has been so popular on fur this winter has kept its popularity now that furs are laid aside and now it is correct to have one's corsage if not entirely at least in part of fruit.

The old-fashioned silk cherries (made of taffeta or satin over wadding) are grouped in the most unusual disregard for color, in fact this may be truthfully said of everything—the characteristic of the season being color in bewildering combinations.

The present day fashions are not wholly sane from any viewpoint. Everything runs to exaggeration. Skirts are draped but very narrow and nearly all of them slashed to show at least above the boot top, and some much higher. Many of the ready-to-wear suits have buttons which may or may not be used, and so govern the slash according to the wearer's sense of propriety or smartness.

The waist line is sometimes normal but much more often almost to the extreme hip line, or again to the breast. The blouse, Russian or Balkan, the Norfolk, with loose belt below the waist and the pajama coat and the various forms of shapeless garments which have resulted in such term when describing a figure as the fashionable slouch, are all very much in evidence not only in the shops but on the Boardwalk at Atlantic City and on Fifth Avenue and Upper Broadway, the season's fashionable parade ground.

If any one color dominates the situation for millinery it is blue, all shades of Copenhagen having first choice, coque de roche, paradise yellow, window blind green, niggerhead brown, digitalis (purple), brass, copper, saffron, amber, citron, Nell Rose, midnight blue, and cochineal, are all new names given fashionable colors. One hears much of the Rembrandt shades (particularly for Fall). Blues and brassy browns are a popular combination as are also the wonderful blues and yellows one associates with Chinese embroidery.

It is a season which results in artistic and freakish costume, and one that will long be remembered in its originality and establishing new standards of beauty.

Incidentally, it is a big panama season, and for those who carry mourning goods, be it known that white crepe is the very latest and white the smartest mourning.

The Present Craze is for High Trimmings

(Continued from page 74)

and brim into one slanting line was a shirred collar of black velvet apparently wound round with a garland of fine flowers made of vari-tinted bits of silk shirred into small flowers.

Another Summer-like model shows an up-turned brim of hemp with a scant tam crown of white satin covered with tulle and simply banded with an embroidered ribbon in Jouy colors.

Fall Fashions Seen in the Ranges

(Continued from page 25)

Russian rats are similiarly trimmed. The color and texture of mole-coney should mean a larger demand for this fur. Beaver is selling in greater quantities for no other reason than the style, color and growing value of the fur is particularly suitable for motor wear. Some caracul and gray squirrel coats are shown, but on account of the supply and wearing qualities are not expected to show any unusual demand.

The selection of choice furs this year is not any easier, but value is received based on the quality of the skins. This is so in the added assortments of natural pointed and black foxes, natural and dyed wolf and sables. Some of the sets are higher in price but competitive values and the selling advantage through novelty give sufficient selection to keep to values on the merits of the goods and more than equivalent profit. Among the novelty furs made of selected skins which have the appearance and finish are several new models presented after the holiday season. In neckpieces of suitable furs, bias and animal skins and reversible collars are the latest in both long and short hair pelts. Some new novelties in muffs are ready and measure 10x18, 12x20, 12x22, 14x22 and 16x20 inches. Pillow and shield shapes with messaline and deep fringes on the best selling furs give the amount of novelty required. The quality and size (depth, thickness or shape) of muff beds are unusual. When completed in mink, lamb or any of the long hair animal furs in single or combined pelts, with a touch of trimming or shirring of corresponding color the effect is all that could be desired.

Linings are a more important issue this season because of the brightness they impart to a fur or fur garment. The newest lining comprises guaranteed two season satins, flowered brochès, plain repp and velvets. They come in rose, saxe, pearl, cerise, tan and browns, with a new range of Bulgarian patterns. The latter is used more for trimming than lining. An improvement is noted in finishing muffs and velvet is used as an inside lining if preferred and at the same cost. The use of silks in pockets, shirred shoulder straps, facings or trimmings in wraps, matched sets and more especially in muffs is in keeping with good style.

Altogether, the attractive garments which stand out in the different ranges because of the novelty are particularly smart. They are modified on New York styles to meet climatic conditions. Compared with former ranges, the influence of style has been recognized to create Canadian authoritative styles, because of the superiority. This is true of supplies and of designing judged by the suitability for this climate. Canadian furs are unsurpassed in style and values quoted.

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Guarantees Highest Quality

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Factories at Tiverton, Exeter and Cullompton, England

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line, color or style in your millinery department. Drop us a card and we'll send what you need. Our collection *just now* for immediate use of flowers, mounts and hats in the wanted colors and styles will fill your requirements.

About Fall Import - - Orders - -

Our representatives are now out with our Fall Line

In your own interest we want you to see the line. When you recall to your mind's eye all the best things you have been shown in different collections, you'll wonder how we gather together such a collection of things different, yet right in style and colors. Our line is out of the rut, lacks sameness, yet anticipates, and does it correctly each season. Don't avoid seeing it.

Continental Manufacturers' Syndicate Limited

77 York Street, Toronto



MILLINERY

FALL 1913 IMPORT

Samples are now in the hands of our representatives, who will call upon you, in due course, with the largest and most complete range of Millinery Goods ever shown in Canada. Wait for them before placing your Fall orders.

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Feathers, Ornaments

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SMALLWARES sales properly handled include at least 100 to 200 values, which appeal to customers because the list of prices is unusual. The saving to the public is the result of their purchasing during the event; and merchants average a fair profit. The success of a sale is that the business is nearly all extra and the advertising merit of direct comparison of prices takes full advantage of contrasting prices of former and sale values. The plan of increasing sales of other lines through leader attractive values is satisfactory.

Featuring smallwares twice a year is a problem for the display manager. The amount of notions to be shown at sale time according to present proportions means a lot of work. Both the buying, advertising and selling of smallwares have improved systems to make the sale an attraction. In interior arrangement, price and quantity are the reasons for their showing. Assortments are displayed in cartoons, bins or boxes and ticketed so that customers can select goods for themselves. Sales are completed in conjunction with other business, as a result of specializing on small things.

The quantity of smallwares which are bought to take advantage of average prices suggests a quantity window display. Sales of smallwares indicate that display managers could assort several lines of special values, so as to anticipate a customer's purchase. The question in this case is whether groupings at 25c, 50c or $1 are effective enough to promote quick selection and offset the benefit of price and one line. Individual sales of smallwares easily amount to $1, but customers have little idea of the numerous things which are included in an assortment. There is an opportunity to save time in putting in the display and in suggesting the selection of goods by customers. However, the usual decision is to keep prices and one line at a price in the windows and leave salespeople to make the customer's purchases as large as possible.

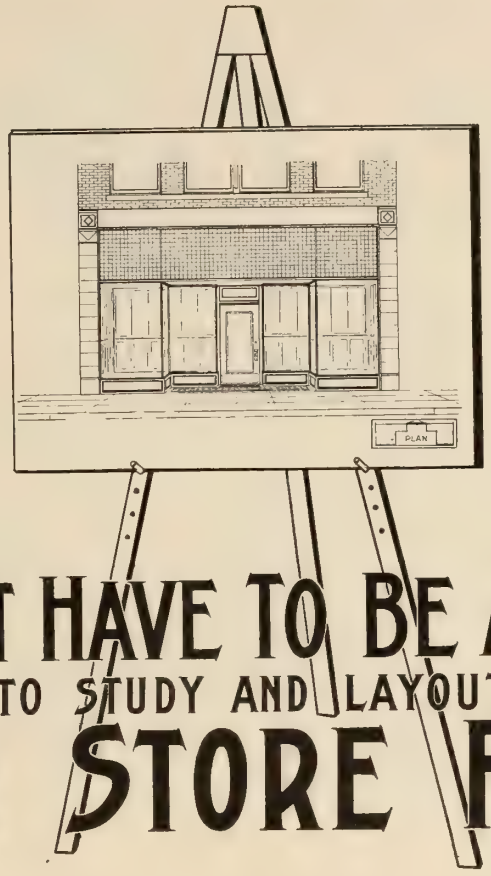
There is nothing in the store which can be introduced as successfully as smallwares. Each necessity decided on by the customer suggests another need. When all the publicity departments have done their share, salesmanship is still essential. Still there is little excuse for anything but success with an automatic service and just as much reason for that kind of attention. The success of the display manager is based on the experience that properly displayed smallwares sell anyway.

In featuring smallwares, the facilities are different in the display section than in the other publicity departments. The quantities of smallwares to be shown are greater than the possibilities of permanent fixtures provide for. Some original idea has to be carried out each time. An attempt is made to increase the display surface of the window space so as to comprise the numerous lines and have each one stand out sufficiently in the grouping. The setting must be semi-permanent because each time a display is made, some other device or idea is necessary to give the required layout.

Display managers avoid a jumble. In many windows which are effective enough the arrangement is too methodical. When a series of platforms or glass plates on stands is used, the tendency is to lose the unit effect. Unit trims create direct sales, when properly ticketed. Every trimmer knows that almost any arrangement appears too flat or crowded. The bottom of the display is lost to a large extent as the goods in the back are only piled in to fill up.

Mechanical trims are often used. Sales, however, are the result of interest through the working of the device rather than specialty in arrangement. While the design may be clever and original and help to build up a display, trimmers fall down because of the random selection of smallwares in covering the foundation. The mechanism overshadows the goods. As a rule these displays feature smallwares as a department. No one line either of value or daily necessity is prominent.

Emile Pigeon, assistant display manager for Dupuis Freres, Ltd., Montreal, has solved the smallwares display problem. He suggests a few ideas for a notion setting which have been proved successful



YOU DON'T HAVE TO BE AN ARTIST
TO STUDY AND LAYOUT
YOUR STORE FRONT

Lay out your new Store Front just as you would plan a new Store room. Let its shape be governed by **your own conditions**—don't be satisfied with a Front like your neighbor's down the street—get out past the "ordinary"—make your Dry Goods Store **sell Dry Goods.**

You don't have to take a course in mechanical drafting to lay out your new Front. Just put two and two together and give it plenty of good, horse-sense thought. You don't need a novelty Front—just a good, conservative, sales-making Front — that's what your business needs. No matter where you're located, small hamlet or big city, you need an attractive sales-making Front. Every man, woman and child in the world trades where most is received for the money spent.

Kawneer STORE FRONTS

Let Us Help You Design Your New Front

Our seven years' experience has been the experience of thousands of Merchants—in 1912 more than 6,500 KAWNEER FRONTS were installed. We have worked with a multitude of Merchants in solving problems that had direct bearing on the success of these Fronts. During these years of specializing we have acquired a broad experience, and know we can help you by it.

"Boosting Business No. 21"

During these seven years we have collected many photographs of various kinds and types of Store Fronts—big and little—and to give you the benefit have compiled "Boosting Business No. 21." It's purely a Merchant's book with many photographs and drawings of sales-producing Fronts. The suggestions we know will interest you—perhaps you will get an idea.

Just fill in the coupon for "Boosting Business No. 21"—it won't obligate you—you won't have to buy. We are anxious to have you see what seven years' Store Front specializing has accomplished.

Kawneer Manufacturing Company

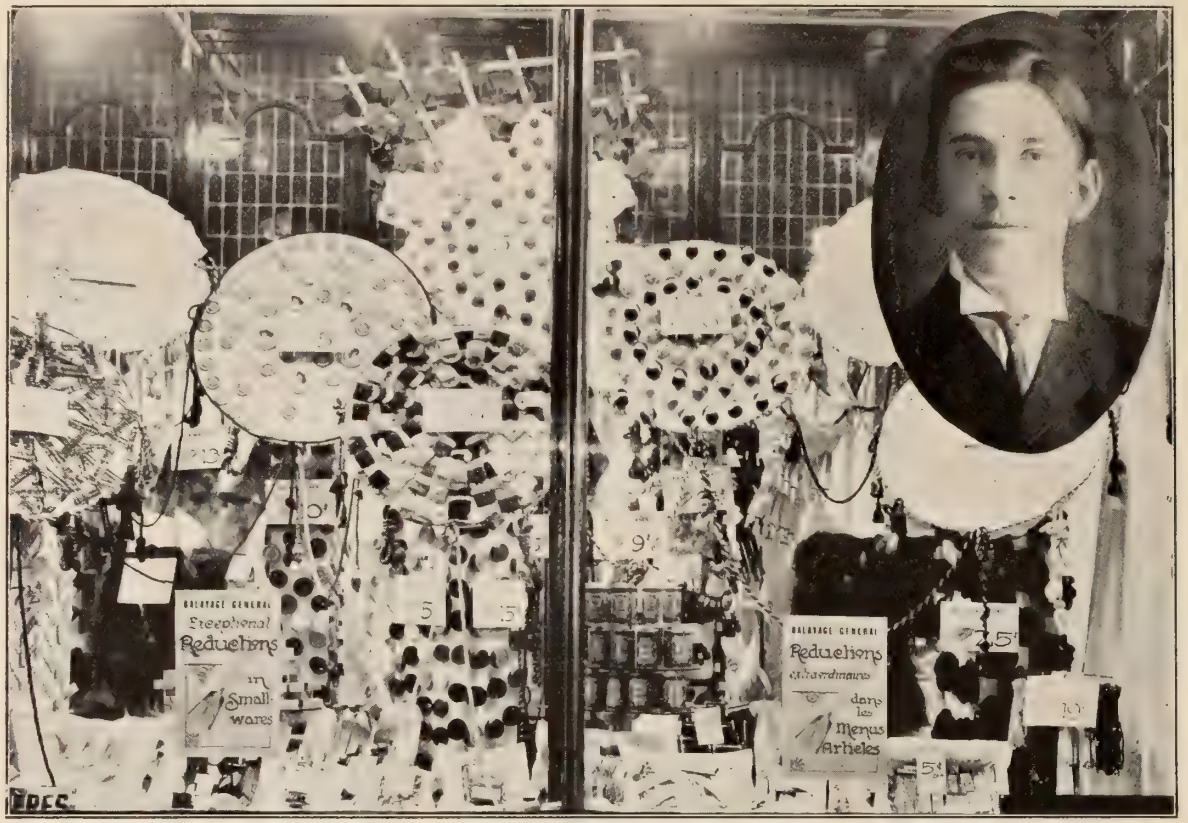
Francis J. Plym President

87 Duchess Street

TORONTO, .:. .:. CANADA

Branches throughout the Dominion

COUPON
KAWNEER MANUFACTURING CO.
87 Duchess St., Toronto, Canada
Kindly send "Boosting Business No. 21" without obligation to me.
Name .....
Street and No. .....
City or Town .....



A smallwares window featuring 120 prices, with every line effectively displayed. An original grouping by Emile Pigeon for Dupuis Freres, Ltd., Montreal. His photo is shown in the inset.

and combine all the selling features of good arrangement. He makes some timely remarks on the advisability of pushing this section and the part the window service can play. His past experience shows that any dry goods store can profitably handle specialty notions and fancy goods in a large way as well as the 5, 10 and 15c stores do.

Mr. Pigeon says: "Anyone, who will try this kind of display and sale will certainly have double the work, but will produce results and have no regrets as to the time and trouble expended. I think that good smallwares windows, twice a year at least are as resultful as any other displays and increase the turnover or reduce the stock. If these displays pay, they are worth repeating, provided settings are arranged that will sell the goods. The contention that this department cannot make as good profits as any other is wrong. All dry goods stores can afford to carry a strong line of notions and properly handled will find sales can be increased by window publicity to a departmental standing. Why not ask the head trimmer for a smallwares window twice a year or oftener? The display manager can show results if the assortments and values are right.

"Here is a display that attracted a lot of attention and brought results. This original display in a 15 foot window, is made by using clever stands and includes a full range of smallwares. A white sateen shirred curtain is used for background and the floor covered with the same material. All the stands and circles are puffed with sateen. Seven circles on square uprights are placed at different heights to give a good effect. In the centre is a square post 8 feet high surmounted with a star before a lattice and floral design.

"Wools, pins, hair goods, buttons and other lines of smallwares are neatly arranged on these stands and circles. Every unit features a price. About seventy prices are shown on the stands and fifty in baskets in the bottom of the window. All the goods are grouped so as to give a combined unit display, thus giving each price conspicuous representation.

"An unusual amount of new business resulted from the showing."

Cairn's Store Officially Opened

Saskatoon, Sask.—Fully 4,000 people visited J. F. Cairn's store yesterday on the first of the two official opening days.

A veritable stream of people flooded the building during the afternoon and it was with difficulty that the large force of employees were able to cope with the situation.

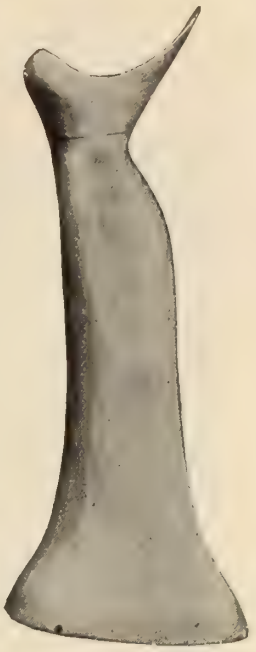
The IMPERIAL DRAPERY FORM

A Business Getter



This form brings out the true lines of the modern gown in the drape and demonstrates the strong selling points of the fabric shown. The Imperial is used by the largest and best stores in Canada and the States and lends itself to many very artistic treatments in dress goods display.

This is only one of the many D. and P. Forms. **Send for our fully illustrated catalog.**



Draped by H. Hollingsworth for R. Simpson Co.

MANUFACTURED BY

DALE & PEARSALL, 106 Front St. East, **TORONTO**

The Light That Never Fails to Please— FRINK Semi-Indirect Lighting Fixtures

This illustration shows one of the largest Hosiery Departments in the country, where over $10,000,000.00 worth of hosiery is sold annually.

This enormous area is illuminated with a powerful, though softly toned, diffused light from the FRINK SEMI-INDIRECT lighting fixtures. These fixtures were selected in preference to any other form of lighting with the result that this room is distinctive by being one of the best examples of illumination for commercial purposes on record.

State your requirements to the Engineering Department of our nearest branch, and our recommendation, if followed, will include a guarantee of satisfaction.

Our practical booklet "MODERN STORE ILLUMINATION" is free upon request.



Wholesale Hosiery Dept., Lord & Taylor, New York.

The Canadian H. W. Johns-Manville Co., Limited

Sole Selling Agents for Frink Products.

Manufacturers of Asbestos and Magnesia Products. TRADE ASBESTOS MARK **Asbestos Roofings, Packings, Electrical Supplies, etc.**

TORONTO MONTREAL WINNIPEG VANCOUVER 1873

Suggestive Units for Midsummer Displays



Figure 1.—Draped with "figure printed poplin" ecru shadow flounce. Ribbon girdle to match poplin.

Figure 2.—Draped with Faconne foulard black shadow lace edging and cerise velvet ribbon for girdle.

Courtesy Strawbridge & Clothier, Philadelphia, by Jerome A. Koerber.



Have you a New Way Store

The New Way Crystal Wardrobe is *the* modern device for displaying ladies' outer garments. Made by Grand Rapids Show Case Company (*Grand Rapids, Michigan*)--and adopted by the foremost merchants of Canada and the States.

Show Rooms and Factories:
New York Grand Rapids Chicago
Boston Portland



Liven Up Your Spring Displays With

Hall-Borchert

Adjustable and Non-Adjustable

Dress Forms

If your windows lack pulling power it is high time for you to get modern display fixtures to bring out the style and effectiveness of the latest creations. And Hall-Borchert Dress Forms are best suited to do this. Adjusted to any size or angle, these forms emphasize the fit and elegance of the gown displayed upon it.

To introduce this form to the trade, we make this special offer:

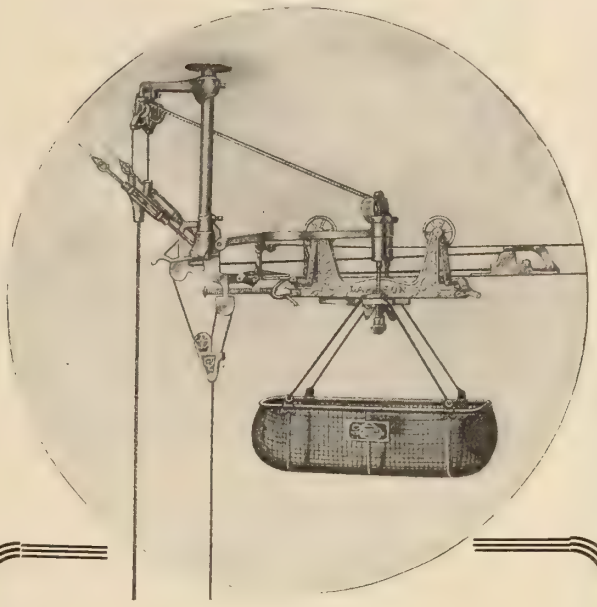
Canvas Covered Display Model, $7.00
Cloth Covered Display Model, $5.00

Write for Catalogue C.

The Hall-Borchert Dress Form Co. of Canada, Limited

158 Bay Street, Toronto

LAMSON



There are

Fifty Styles of Lamson Carriers

—and thirty-four years of store service experience behind them

They Centralize, and fix responsibility for every sale.

They save time, labor and wages, and increase selling capacity of clerks.

They have stood the test of many years and to-day are the "reason why" of the good service in thousands of up-to-date stores.

Ask Your Neighbor

The Lamson Company

BOSTON, - U.S.A.

Wire—Cable—Tube—Belt—Pickup Carriers

Representatives in all principal cities

SERVICE

MAKING THE BEST AD COUNSEL SERVICE IN EX

We Ship All Orders for Electrotypes for Canadian Merchants From Montreal. This Eliminates All Duty Costs, Lessens Express Costs and Makes for Quicker and Better Service.

For a long time our service with Canadian merchants has been hampered because of the amount of duty charged on electrotypes shipped from New York. This has been one of the causes that has kept the Economy Service Company from extending its influence more widely with Canadian merchants.

True, we have quite a number of Canadian merchants who have willingly paid the duty cost of 1½c a square inch and realized that even with this handicap they got extraordinary value for what they paid for the cost of our service. This new arrangement will allow our Canadian merchants to use our service to a much greater extent than at any time during the existence of the Economy Service Company. And, if our service was good in years past under the old arrangement, its value under the new arrangement can hardly be measured in dollars and cents.

Without fear of successful contradiction, we say there is not an advertising service in existence which in any way renders to the merchant as broad and as resultful advertising matter as we do. Coupled with this, there is now added the feature of using just as many illustrations as you may require to make your advertising matter more attractive and more effective at the same price of our Service heretofore.

We issue during the year 24 catalogues of cuts—21 of these catalogues show two pages of illustrations, 3 of them show four pages of illustrations—making a total of 54 pages, over 3,000 individual illustrations during the year. You are privileged to order from us as much advertising matter and as many illustrations as you require to take care of ALL your advertising needs—and the cost of this all-embracing service is less than you pay your boy to sweep out your store.

We want to help you decrease the cost of advertising your business—Help to decrease your stocks and turn them over oftener—Want to make your salespeople real salesmen and saleswomen—Want to help you solve those perplexing store problems that racks every merchant's brain —Want to give you the benefits of the experience of advertising and merchandise managers who have been in the Dry Goods field for the past twenty-five years, and also the experience and solutions of problems that we have worked out for merchants throughout Canada and the United States during the past eight years. We also want to help you keep your trade at home—keep it from going to the mail order concerns.

The information we can give you cannot be bought in a store or in a book—it cannot be learned in a day. It takes years to accumulate it, but it is yours, FREE, when you

VERTISING AND BUSINESS ISTENCE, STILL BETTER

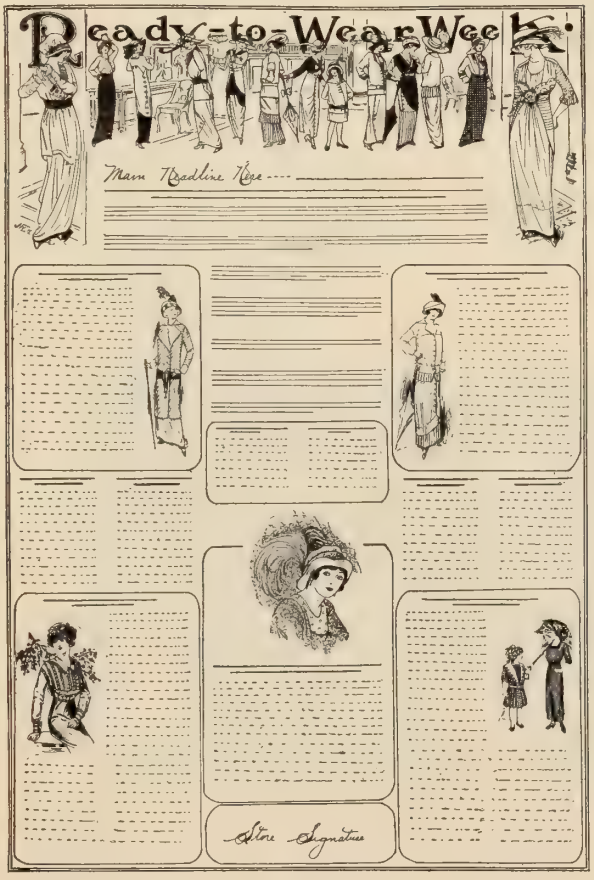
make connections with us. A single plan has been the means of saving, for many a merchant, ten times the amount he has paid us for the service, and we not only solve one problem for you, but as many as you require.

Prompt action is necessary. Our representative is now planning a trip to Canada. He will call FIRST on the merchant who signs the coupon. Will that be YOU? We contract with only ONE merchant in a town.

ECONOMY SERVICE COMPANY

231-241 West 39th St., NEW YORK, N.Y.

This is a Sample of the layout we send to our Clients



CUT HERE

Economy Service Company
239 W. 39th St., New York City
Care of DRY GOODS ECONOMIST

CUT HERE

We are interested in your advertising and business counsel service and would like to have your representative call and explain to us the service in detail without any obligations on our part.

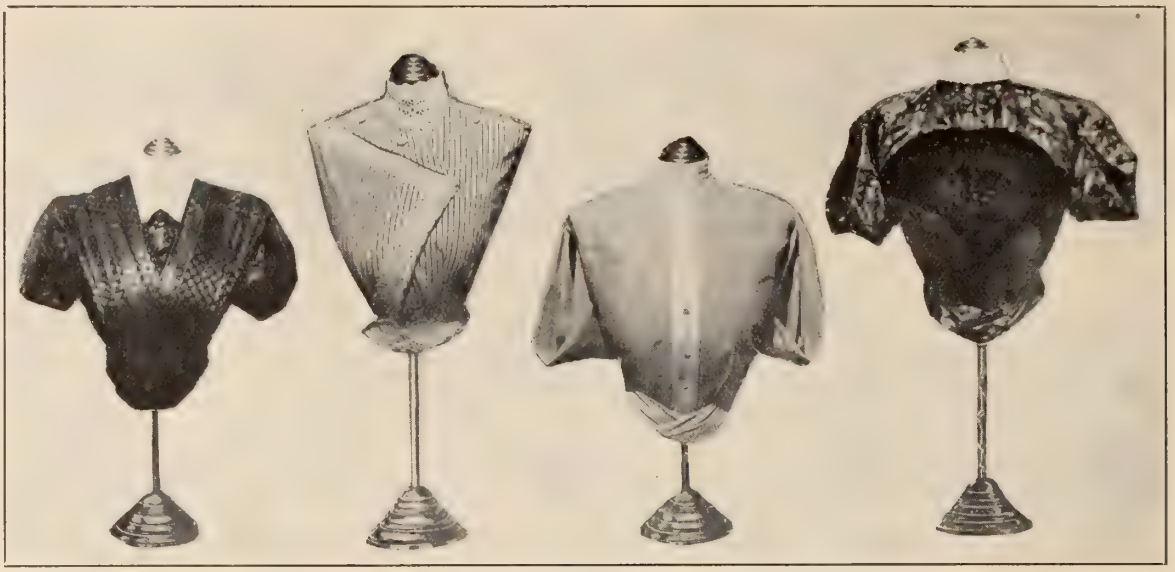
(Sign here) .....
City .....
Province .....

Price of Ready To Wear Week Cuts.

7 col. cut No. A-752	$7.00
6 col. cut No. A-752B	6.00
5 col. cut No. A-752C	5.00
4 col. cut No. A-752D	4.00
3 col. cut No. A-752E	2.75
Coat cut, No. A-677	.60
Suit cut, No. A-680	.60
Millinery cut, A-734	.65
Shirt Waist cut, A-768	.50
Children's Dresses, A-778	.50

All Cuts Shipped from Montreal.

Write for our catalogue showing hundreds of designs and sale events.



Clever draping on waist forms by E. G. Meadows, of McLaren & Co., St. Catharines, and suggested for the coming wash goods displays. 1. Drape of bronze green fancy silk, with upward V, shaped waist and belt. 2. Drape of percale with embroidery banding and buttons. 3. Drape of light blue gingham, with blue and white striped zephyr to match, trimmed with pearl buttons. 4. Drape of fancy figured blue and black silk, overdrape of black marquisette, trimmed with four small gold buttons.

Decorated Store on Cover

The illustration on the cover of this issue of Dry Goods Review shows the main aisle of The Right House, Hamilton, decorated for the Spring and Easter Openings. Some of the centre departments, especially ribbons, fancy goods, neckwear and gloves and their arrangement for these events are plainly seen.

The decorations are effective and the double rows of aisle pillars with flower-laden baskets, banked by the massive architecture of the building and floral covered scroll lattice makes a pleasing vista. Natural and artificial foliage, palms, narcissus and other Easter flowers are profusely used to give the "touch of Spring."

The gala attire of the store interior suggests the pageant of Spring styles on display in the numerous departments on the different floors. The beauty of the trim and the extent of the scheme is characteristic of this long established business and its decorating department. This picture is reproduced through the courtesy of the display manager of The Right House, R. J. Campbell.



Spring opening window with scenic and unit background and rich showing of exclusive garments in the latest mode. The columns, platforms and lattice are done in tan and white shaded stucco, and massive in detail but not in arrangement. Simple flowers and foliage, with a pleasing landscape in a velvet circle are seasonable, and complete a well balanced setting. The posing of the figures is lifelike and in keeping with the exclusiveness of the garments on view, are not crowded. Matching accessories are carefully arranged. Tickets are small, with neat and artistic lettering. Courtesy Murray, Kay Co., Toronto. H. C. MacDonald, display manager.



Fine wax head mounted on all brass square base and standard adjustable belt.
Price $20.00

Round base and standard, oxidized copper or any other finish, $18.00.

Let these forms display your latest models

Do you have difficulty in getting the proper effect when displaying your latest styles in gowns? If you have, the trouble lies in the display forms you use. RICHARDSON FORMS from newest New York models conform to the latest fashions. They give a proper drape to the gown and show it off to the best advantage. And the refined features of the face and the charming new coiffure improves the appearance of any gown draped upon it.

We manufacture all kinds of Papier Mache Forms, also wax—for drapery and ready-to-wear purposes.

Our new Girls' and Children's Forms

with Papier Mache Legs, showing shoes and stockings, as well as dresses. Nothing else so suitable. Price, $3.00 to $4.00 each for 4 and 12 years old. State age and whether black or white jersey covering is wanted when ordering. We guarantee to satisfy.

A.S. RICHARDSON & CO.

Oldest and Best Manufacturers of Wax Figures and Display Forms in Canada

Showroom ..... 99 Ontario Street **TORONTO**
Factory ..... 101 Ontario Street





KRAMER

ALL STEEL BALING PRESS

THERE ARE NO WOODEN PARTS

The ideal Baler for waste paper, rags, straw, excelsior, etc.
Do not purchase a wooden baler when you can use one made of steel.
Greater Strength—Smaller Floor Space, Easier to Operate—More Economical than any other Press on the market.

OVER 2,000 SOLD IN ONE YEAR

TORONTO TYPE FOUNDRY COMPANY, LIMITED
TORONTO MONTREAL WINNIPEG CALGARY REGINA

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



Quick Change Means Pleased Customers

Our guarantee:—We will instal a system of our carriers in your store. After 10 days' test, if they have not proved their superiority to all other makes of store service, we will remove the equipment without cost to you. It will pay you to investigate our modern improved PNEUMATIC DESPATCH TUBES AND ELECTRIC CABLE CASH CARRIERS.



CATALOG FREE

The Gipe-Hazard Store Service Co., Ltd.

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 116 HOLBORN, LONDON E.C. ENG.

READY-TO-WEAR GARMENTS

Whitewear for June Sales

Whitewear for the June bride featured—High-class trade selling crepe de chine—Petticoats again in demand—Colored wear is now in favor.

Buyers are finding that women are much more critical than they used to be, and are more particular than ever that the white underwear they buy has the right cut and fit, and also that it is of good material. Therefore, buyers who are beginning to prepare for the June sales are making careful selection and, even when the garments are low priced, there is a certain standard to which they must conform. Just a little trimming of the best quality procurable for the money is the idea, not how much splashy trimming can be used.

Owing to the increasing wearing of brassieres the sale of skirts is increasing. The new models are narrow cut and, where the flounce is used, it is tucked in groups to give the fullness in place of being gathered. Some models show the embroidery flounce laid in knife pleats as by adopting this method comfortable fullness can be given without breaking the line. Many skirts are cut with a flounce or extension from below the knee, divided into two pieces and split up each side. Each section is trimmed with lace and embroidery and inserted motifs.

The very high class trade is featuring the crepe de chine petticoat, and combinations and gowns can also be had made of crepe de chine. This material washes as well as batiste and gives excellent wear and, now that colored underwear is fashionable, crepe de chine is in extra prominence as colored crepe de chine can be relied upon to keep its color when tubbed.

New York is showing colored underwear in pastel shades made of batiste and trimmed with Valenciennes, crochet or shadow lace. The idea is to have the petticoat, combinations, etc., match the costume or to have the gown match the decorations of the boudoir. Pink and blue lead, but pale mauve and yellow are also shown.

The high class trade is taking kindly to the combinations designed for wear under the corsets instead of the knitted garment. The use of this garment has been brought about by the wearing of a brassiere which in this case takes the place of the corset cover. Due to the same influence, buyers are finding an increasing sale for drawers and separate skirts. Many women still cling to the princess slip, and slips still command a big sale.

Many stores are featuring bridal sets and many attractive window displays are being put in. Save when the set is a very expensive one, the garments can be procured to sell separately or in any combination desired.



Girl's Norfolk jacket, three-quarter length, with stitched pleats front and back, slightly form fitting, with natural sleeve and shoulder width. It is made up in materials of a soft brushed blanket cloth in plain and fancy checks. The colors are crimson and black, royal and black, and gray and black checks. The feature of this jacket is the fact that it is strictly man-tailored. It is suitable for girls' and misses' wear, and for out-of-doors, for such as skating, golfing, motoring, etc. Shown by courtesy of W. E. Sandford Mfg. Co.

Raincoats in all sizes and lengths.

"Pullan Garment"

Raincoats in Whipcords, Paramettas and Cravenettes.

MADE SINCE 1902

The exclusive selling agency of the Pullan Garment granted where we are not already represented.

Are You Prepared For Spring Showers?

LADIES' and GENTLEMEN'S RAINCOATS

WHICH CAN BE SHIPPED AT ONCE

Colors Olive, Tan and Navy



Every Seam is carefully Stitched and Cemented

RAGLAN		MOTOR		TULIP	
A Quality	$7.50	A Quality	$12.00	A Quality	$8.00
B Quality	$5.25	B Quality	$8.50	B Quality	$5.25
C Quality	$3.75	C Quality	$5.75	C Quality	$3.75
		D Quality	$5.25		

Let Us Have Your Open Order

M. PULLAN & SONS

An Exclusive Cloak, Suit and Skirt House.
Pullan Building, Bay and Wellington Streets, TORONTO
Montreal Office, Linday Building

Paris Shows High Colors and Combinations

The leading feature of the openings is the free use of bright colors. Many printed silks and cottons used. Brocades strong and crepes the leading material. Description of some typical models.

THE MODEL houses seem to be, from what could be gleaned since the date of the openings, almost exclusively working under the inspiration of the East and the leading feature with all is the use of bright and vivid colors. The influence of the Balkan war is most strongly felt, and is responsible not only for the bright-colored printed effects but for the vari-colored embroideries in wool or silk used on so many of the dresses.

Red may be classed as the leading color, but its vogue is closely followed by that of yellow, and the lovely nasturtium shades which are a blending of both may be taken as the seasons key-note. The French call this color capucine and the rich red hues shading to orange and brown as well as the bright yellows and soft oranges are all highly fashionable Terra cotta and mahogany colors used by the model houses in developing tailored and afternoon costumes of silk crepe or soft surah and cord silk suitings. Other reds prominent are Oriental and Egyptian reds, and a new orange red that is deeper than Mandarin. Flame is the new evening color and Drecoll in particular is showing lovely gowns in flame shades. Another evening yellow is just the color of an unripe lemon and Chartreuse, which is neither yellow nor green is also a much - favored evening color. Delicate pinks and blues are "down and out," and are only permissible for the debutantes' wear.

Not only is the color scheme Oriental, but the many bright - colored printed patterns are Oriental also.

Wide attention has been given to Premet's opening this year, both because of the originality and the excellence of the display made. This couturiere has turned to old Japanese prints for inspiration, and is employing their subdued, yet rich and varied colors most effectively. Japanese reds, greens, blues, and dull pinks are the colors chosen for the crepes and chiffons; and for trimming purposes and sashes, soft burnt orange, blue-green and old-blue are the colors generally employed. Both Callot and Douillet are advocating green and the latter firm is showing an evening gown of emerald green satin combined with electric blue and gold and green embroidered.

The greatest emphasis has been placed upon printed fabrics by all the model houses and in design and coloring Bulgarian Persian and Egyptian patterns are most prominently presented. Cubists and Futurist patterns and colors evidently make an appeal, and there are floral designs in Jouy and in Louis patterns for which the first inspiration evidently came from Oriental sources.

As might be expected, the advanced art of the Cubist appeals particularly to Paul Poiret and one of his most noticeable dresses features this new art idea. As a matter of fact, Cubism is much more successfully, that is from the view-point of the general observer, applied to fabric patterns than to the making of pictures.



Dress of crepe showing the new Balkan touches. The girdle of silk and its position should be noted.

Girls' and Misses' Soft Brushed Blanket Cloth
NORFOLK JACKETS

SHAPE RETAINING
Sanford
JUVENILE CLOTHES

Strictly Man-Tailored

For Skating Ski-ing Snow-Shoeing Golfing and Boating



These sporty little jackets come as a real live addition to the outing garment world. They are made in strictly man-tailored style with deep Prussian collar, belted in the most mannish fashion, and so attractive that the first merchant in a town stocking them will make a hit with the young people. They come in plain shades, such as Royal Blue, Scarlet and Heather; Checks in Black and Scarlet, Black and Grey, Royal and Black, Brown and Black, in soft, brushed-finished blanket cloth. Be sure you see these coats. Travelers are now out with full range:—or send for samples and prices.

W. E. Sanford Mfg. Co.
Limited

HAMILTON WINNIPEG

Manufacturers have been successful in producing these cube and square effects in discords that blend beautifully.

The Poiret gown is made of a creped silk, over which a pattern of square cut confetti is sprinkled. The square cubes fall in masses and are in all the brightest colors apparently without any premeditated arrangement.

Some idea of the class of color schemes employed may be gathered from the fact that a lavender gown showed the masses of cubes in purple, black and two shades of red mixed with blue, green and an occasional high spot of white. A silk with a ground of old-blue had all the above colors with the addition of cubes of vivid yellow. Other patterns consist of crudely drawn apples, plums, and bunches of other fruit in vivid hues.

The dress Poiret shows is very simple in line and instead of darts, the fullness of the skirt at the waist is drawn into a waist-band in deep diagonal folds. These folds end at the knee, leaving all plain and narrow below. The waist is kimona cut with plain tight sleeves reaching to the wrist where they are made to fit tight by means of two darts instead of gathers. The belt is of blue-green ribbon tied in a flat bow in front and above both back and front is a bib-like piece. There is an odd-shaped yoke shallow and rounded at the back and cut down to meet the bib in front. This yoke is of embroidered batiste and is drawn up to the neck by a green cord ending in small tassells. The buttons that outline this yoke are fabric-covered and are green with an edge of purple and a centre of blue.

The dominant fabric in all model houses is crepe and the list of crepe weaves used is a long one. The latest novelty weave in crepe has a heavy rib in it to imitate pleating. Crepons are showing and there are crepe armures, satin crepes, and two-tones and brocaded and striped crepes. Brocades are much used



Dressy suit of biscuit colored repp. with coat of matelasse in the same color. The coat is cut short in bolero fashion in front and ends in square tails at the back. The collar and cuffs are of dull blue satin, and the fringe tassels and frog fastening in front are blue and gold.

Misses' coat of navy serge with collar and cuffs of tan ratine piped with red. The belt is of tan patent leather, and is also piped.

Send for Sample Order

These Three Lines Will Bring You New Customers

Ask Our Travellers to show you equally good values in Skirts and Waists



F 135

Fine quality Panama Dress in all plain shades, turn down collar and cuffs to match, finished with military braid.

$36.00 per doz.

Sizes 34 to 42.



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Wide wale Pique Dress, white only, trimmed with Navy, Tan, Sky and all white collar and cuffs.

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Fine quality Panama Dress in all plain shades with lace collar and silk bow, sleeves finished with ruffling.

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R. D. FAIRBAIRN CO.

Limited

107 Simcoe St. Toronto

by all the houses, and many of them are shot through with metal threads. Daring color combinations are much used such as mustard yellow and Chinese blue, Prophet green and beet red, orange and black. Some of the new brocades look as though the pattern was embroidered onto the fabric rather than woven into it and the majority of designs are decidedly Oriental in character. Though the near east is most in evidence, some of the most prominent houses are featuring Chinese colors and Chinese patterns.

The surprise of the openings was the fact that taffeta was brought forward. Martial and Armand not only showed the whole dress of taffeta, but used this silk for the under slip under tulle. One of their most noticeable street dresses was of Scotch plaid taffeta combined with blue serge. Worth also showed a taffeta gown in Empire green made with a triple flounced skirt, and each flounce veiled with black net edged with narrow lace.

Crepes are just as important in cotton fabrics as in silken materials and most of the weaves in one fabric are imitated in the other. Many printed crepes are showing and crepes that have the pattern embroidered on in vivid Oriental colors. Fantasy stripes formed of heavy yarns and of looped cotton effects are also much used. Voiles are showing marked off into checks by thick cotton threads.

All the new linens are of very coarse weave, somewhat on the sacking order, and many of them are embroidered in dots, cubes and small figures. Cotton brocades are numerous, the newest showing the pattern developed in a darning stitch in contrasting color to the ground. Pied de poule and square checks are the high novelty in cloth fabrics.

Summer Styles in Waists

Summer lingeries of white voile big sellers — For the heated season sleeves reach just below the elbow —Collars of embroidered batiste the new neck finish.

Summer styles in waists are simple and the simple lingerie made of white voile will be the big summer seller. Now that Summer models are ready, the predominating sleeve is even shorter than ¾ length. Just to cover the elbow is smart and the sleeves are so cut that they hang off a little in modified bell shape. As a rule there is a tiny ruffle of lace, though some models show a decided frill.

The neck finish, that is newest, shows the use of an embroidered lingerie collar and there is a more or less modified V in front. Some collars are Dutch in shape and others are in the new epaulette shape with wide points on the shoulders. Blind embroidery and Madeira work are used, the patterns simulating hand embroidery as nearly as possible. The laces used for trimming are on the novelty order with light Venise in Paraquay and Bohemian patterns good. Valenciennes and Malines are both used, but only in combination with other laces.

In lawn and batiste models the tuxedo front of tucks let in like a shirt front, is new.

Chiffon waists, in spite of their long run are still in the lead. Chiffon over chiffon comes in many color combinations, and chiffon over shadow lace



A model of allover trimmed with bands of filet and narrow pleatings of net.

is good. This latter combination gives somewhat of the effect of a patterned fabric. A smart model, that comes in navy, black and all the new colors, is cut with a yoke to which the front is gathered there a flat epaulette collar of satin and a narrow vest piece or wide plait consisting of an embroidered band in Bulgarian colors with a hem of chiffon with a line of bead brimming set on each side. There is a frill of pleated chiffon disposed in revers fashion on each side of this pleat. A smart open front model is of brocaded crepe de chine with tucked bosom of

Two Excellent Fall 1913 Styles in Children's Dresses

THESE MODELS are particularly effective adaptations of the daintiest fashions from New York for children's fine wear. From them you can get some slight idea of the distinctive tone of our Fall 1913 range for children.



F.L.C.



To encourage profitable activity in your Children's Dress Department, display FLETT-LOWNDES styles.

Manufactured by

Flett, Lowndes & Co., Limited

142-144 West Front Street - - TORONTO



Dainty Styles for Summer Wear.

ecru net and vestee of hemstitched chiffon. An embroidered motif is set on each shoulder and lines of graduated trimming reach to the bust line. Many of the new waists show touches of Bulgarian trimming.

Spring Coats Leading Line

The 45 in. coat a big seller—Sports' coats, short novelty coats and auto coats make up an interesting line.

The sale of spring coats has been phenomenal, the big feature being the many novelty coats in striking materials and in lengths about 45 in. Re-orders on this class of coats are now coming in and manufacturers are well satisfied with the outlook.

A few high novelties in shorter lengths are being shown for the city trade and in models of this class oddly cut seams, and shaped bands into which the body of the coat is caught are showing. Many coats have linings either of high color or of printed Messaline in Bulgarian and Jouy patterns.

Where ratine can be obtained, this fabric is selling, but Bedford cords, novelty checks, stripes, and serges, are the materials wanted. Sports coats are meeting with a good reception.

Automobile coats are selling readily. These coats are full length and the material most used is tweed mixtures in colors that do not show the dust. Many coats are trimmed with leather and much attention is paid to the buttons as they form the only real trimming.

Linens and linen and cotton suitings, particularly in tan and natural shades, are big sellers. Coats of this type are simply made so that they are easy to wash.

Raincoats are showing chiefly in mannish cut, often with the sleeves running up into the shoulder in Raglan fashion. As a rule the collars are convertible and can be fastened up to the neck or fastened with revers lower down. Handsome silk models are showing in purple, green, brown and grey, but the tans, greenish tans and greys are the best selling colors.

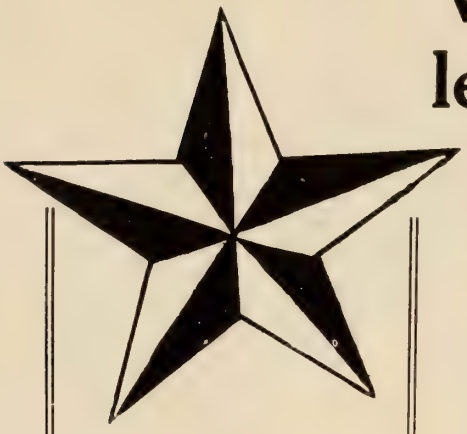
For the right men—

A GOOD OPPORTUNITY

Well-known British manufacturers of shirts, pyjamas, outing pants, overcoats, waterproofs, motor wraps, etc., with live accounts throughout Canada, require commission agents in St. John, Montreal, Canada, in July, with complete sample ranges. Address Steele's Advertising Service, Ltd., Norfolk Street, Strand, London, England.

"STAR BRAND" STYLES

are in the lead





Values that leave nothing wanting



Now that the Easter business is over and the glamor of the Easter gown has worn off, the masses of your trade will begin to look around for their season's supply of dresses. Easter having come so early this year you will find that many of your customers, in fact, the greater percentage of them, either from necessity or choice, have delayed their usual Easter purchases until after. This means more after-Easter business than ever.

"Star Brand" styles are right in the fore with the latest touches, the nattiest effects—ready for a big Spring business. Let us send samples of our best selling lines to demonstrate to you the genuine values we are offering.

Better still—write for our representative to call with the complete "Star" range.



The

Star Whitewear Manufacturing Co.

BERLIN, - ONTARIO

Attractive Styles for Children



Reading from left to right:
Girls bloomer dress, developed in linen in the striped gingham. Trimmed with self linen collar and belt.
Russian eponge model effectively trimmed with black velvet belt.
Dainty afternoon frock of sheer batiste. Valenciennes lace-trimmed.
Child's morning dress with Eton collar and patent leather belt, made of khaki.

Natural Lines in Corsets

Correct corset styles favor the natural figure—Extreme flexibility is the outstanding feature.

In corsets, as in other lines, the Canadian trade is finding that the big increase in sales is coming in the better qualities. This is a big help to the department and the manufacturer, as there are now so many essential points to be taken care of that the production of the dollar corset is becoming more difficult than ever. It is not just the addition of suspenders that absorb profit, but there is the long skirt and various other essential points that must be present to satisfy the customer. There is no wonder, therefore, that the manufacturer is giving an ever-increasing attention to the production of better lines, and the department will be well advised to follow this lead.

The new point is the flat back. Corsets up to date have slanted from the breast bone down, giving a curve to the back of the figure. The new figure calls for more freedom over the stomach throwing the figure back as it were and thus straightening the back. This, it is claimed, gives a more flexible and natural figure. The aim of the manufacturer is to make the corset as natural as possible and as flexible. Moreover, there is no raising of the abdomen and no more raised busts. The tendency of sales during the Spring months has been all in favor of low bust models and models of this kind will lead for Fall selling.



You should look for

The Kenreign Label

Kenyon Coats have been standard over 50 years and are known by name and reputation to almost every man or woman likely to be your customer.

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Trade Mark
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PETTICOATS
THE FORM FITTE
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No. 643.

Beautiful Foulard Petticoats

Showing the style trend in the form fitting cut. These elegant high grade foulard petticoats come in a good range of colorings and in beautiful floral designs, have deep pleated flounce. They will just drop into the niche in your business that Dame Fashion has prepared for them. They will meet with much admiration and very ready sale.

The color scheme consists of black grounds with different colored flowers. Send for a sample of the number here illustrated — No. 643.

Write for Samples to-day

MacKay Bros., Limited

182 Spadina Avenue
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Don't Be Blind To Your Own Interests

"PREPARE FOR A RAINY DAY" BY STOCKING

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WATERPROOFS

H. E. D. & Co. TRADE MARK

Progressive merchants all over Canada have found that their sales of "Storm Resista" coats have increased as this line has become better known.

Send us your requirements and we will submit samples.

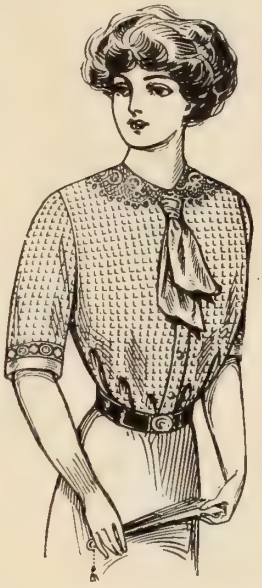
Try us with a "RUSH ORDER."

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A Satisfactory Waist

of cross-bar muslin, extra good quality, trimmed sky pink and white tie and piping, with white Plauen collar and heavy lace short sleeves set in. This waist is guaranteed to fit and give satisfaction and is exceptionally good value.

B. 113

Price to you
$8.50 per doz.



A Dainty Voile Summer Dress

Looks and is worth twice what we ask for it. Made of good quality English Voile, Plauen yoke, trimmed with wide Bohemian lace and insertion, short sleeves. All sizes: Misses', 14 to 18, and Ladies', 32 to 44.

No. B. 545

Price to you
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Electros and ad suggestions as above supplied

Free of Charge



A Perfect Fitting Waist

Very pretty style waist made of good quality English voile embroidered front trimmed val. lace with new Robespierre collar. This is exceptionally good value, smart, and up-to-the-minute at

B. 188

Price to you
$13.50 per doz.

We give immediate delivery, samples sent on request.
Our travellers are showing a full range of Galt Fleece Robes.

Martin & Smith Co., Ltd.

Makers of Women's Waists and Junior Girls Dresses, Waists, Kimonas, Golf Fleece Robes.

350 Sorauren Avenue, .:. .:. Toronto



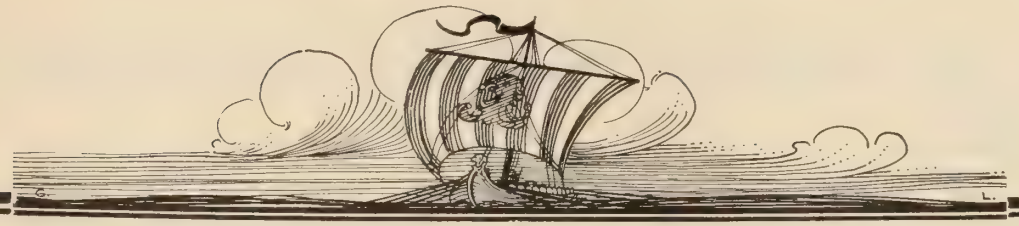
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The idea of the Eppo is a skirt made only in one size which fits all waists from 20 to 28 inches.

There is no bunching on the waist-line there are no strings or buttons. No alterations necessary —close the snaps and the Eppo fits perfectly.

Eppo petticoats in "Blackeye" moires and "Egyptine" Taffeta are big sellers. Both materials guaranteed. Ask your wholesaler for samples and prices.

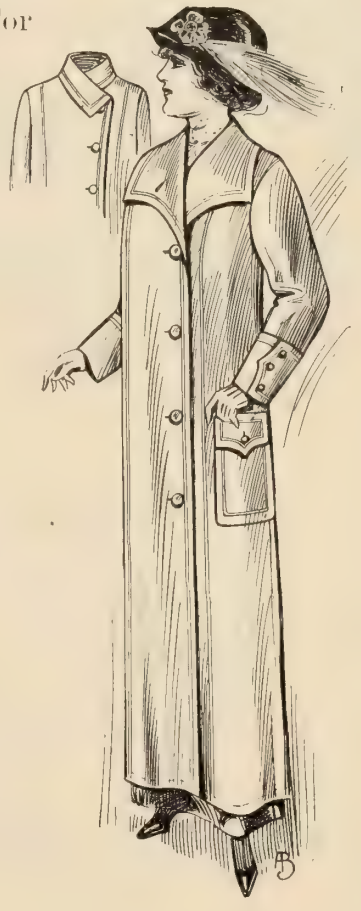
The Canadian Converters' Co. Limited
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When the wind blows and the rain falls, it is time then to show the

NATIONAL

The National is the name that represents the premier brand of Rain Coats in Canada. For the uncertain weather there is no coat that will fill the requirements as nicely as



The new convertible collar RAINCOAT

It has the popular Johnnie collar which is convertible into the high collar, serving as a protector against wind and rain. Our rain apparel is made in all the newest cloths and modes—we especially ask your attention to the new "Scintilla" rubberized cloth. It comes in all the popular shades, and is very smart in appearance.

The Largest Exclusive Coat House in Canada

See our splendid range of **CLOTH COATS**, including Serges, Whipcords, Gabardines, Bedford Cords, etc.

Summer Coats in Repps, Linens, Ratines, Shantungs, Taffetas, Peau-de-sois, etc.

We make nothing but coats, and are recognized authorities on these garments.

Write for our latest Raincoat Catalogue showing the various styles.

The National Rubber Co. of Canada

MONTREAL and TORONTO



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Dresses of Distinctive Styles

Wise merchants who desire to cater to the tastes of the particular miss should stock

FEICK DRESSES

because they portray the latest styles made from high-grade materials. These charming dresses are made in many designs and sizes, and are famous for their fit and wearing qualities.

Send us your order now for your Spring and Summer Dresses, or write for samples of our various priced lines.

THE FEICK MFG. COMPANY

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THE OCEAN BATHING SUIT CO.

29-35 WEST HOUSTON STREET

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Manufacturers of

Ladies', Misses', Men's and Boys'

BATHING SUITS

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Wilson-Waldman Suits and Coats are Right in the Front With a Big :-: :-: Lead :-: :-:

and the reason lies in the policy behind these well known and popular Canadian garments. The W-W policy has always been one of entire satisfaction for the wearer as well as for the merchant.

The styles are always the latest and are backed by values that make them doubly attractive. Every W-W style spells success and profit for your department.

A Few Lines Will Be Shipped Upon Request For Your Approval

Wilson-Waldman Costume Company

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Travellers are now out with our full range of Fall Samples

showing best values in Flannelette underwear, colored waists and dresses, gowns, pyjamas, etc. Our 1913 range far excels our previous best, both in style, variety and value.

It will pay you to hold your orders until you see our range.

REPEAT ORDERS OF Whitewear and Waists

for Spring and Summer are coming in every day, which goes to demonstrate the reception that is being accorded the Allen garments. A very promising season ahead, so keep up your stock of waists, dresses, ladies' and children's underwear. If you have not placed your order for bathing suits, let us submit samples.

ALLEN MANUFACTURING CO., Limited

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STYLISH COATS

IN buying coats the element of style is one of the most important considerations. Style applies as much to the material used as it does to the making, fit and finish.

THISTLE BRAND COATS

are designed to meet all these requirements. The materials used will appeal to your better class trade, and the Thistle Brand label assures competent workmanship.

Send to-day for a few of our 1913 samples.
You will not regret it.

THE SCOTTISH RUBBER CO.

MAKERS OF
Tourist and Motor Coats, Raincoats and Waterproofs

316 Notre Dame Street West, .:. Montreal

WITH the particularly desirable and sanitary conditions existing at our well equipped factory (19 Duncan Street) and our thoroughly experienced designers and operators, we are in a better position to-day than ever before to offer the trade unapproachable values and service.

We make a most comprehensive assortment of high grade dresses for the young folk—for the infant, the little tot, the romping schoolgirl or the young miss just budding into womanhood.

Our prices range from $4.50 to $90 per dozen in a very extensive showing of fabrics. Are you interested? Write or ring us up.

Home & Watts, Limited
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Makers of High Grade Dresses for Children

Patrician Garments

From the heavy repeats of orders for Spring Coats and Suits we are certain that

PATRICIAN GARMENTS

are the best on the market to-day. As Patrician Garments are now the recognized Leaders in Style, Fit and Workmanship, you will profit by looking at the

Patrician Range for Fall

which our travelling salesmen are now showing on the road.

Trade Patrician GARMENTS Mark

The Patrician Cloak & Suit Co.

Samuels Bldg., King and Spadina
TORONTO

Trade Patrician GARMENTS Mark

Novelty Dresses $5.

A SCORE of STYLES to SELECT FROM

EVERY dress represents one of the season's latest novelties—every dress is chock full of genuine style and value, not a poor seller in the lot. There are:

TAMALINES, TAFFETAS
PAILLETTES, MESSALINES
FOULARDS, CHAMBRAYS
IN THE MOST FASHIONABLE SHADINGS

FOR FIVE DOLLARS

Out of an assortment such as we are prepared to give you to select from no merchant will have any difficulty in selecting fifty garments or more that will cause a furore in his ready-to-wear department if on sale at a price he will be able to make them.

We have no time to give descriptions.

SEND FOR SAMPLES

No orders taken for less than fifty dresses
ASSORTED OR ALL ONE STYLE AS DESIRED

WRITE TO-DAY

SAM. BERNARD

81 JARVIS ST. TORONTO

DRESS ACCESSORIES

Fashion Favors Ribbons--Large Demand

Millinery ribbons a big item, and sashes and other trimmings of ribbon are coming into favor—Big demand for narrow ribbons—Bulgarians the high novelties — Reports from other points confirm the demand for ribbons.

NEVER IN the history of the trade has the outlook for a big ribbon season been more bright, and dealers everywhere are preparing to meet what is expected to be an unprecedented demand. For millinery, ribbons are being used more largely than for many years past, and for dress trimmings and sashes they are also to be extensively used.

Retailers report that they can already see the trend for a big business in this department and wholesalers have been predicting it for some time past, basing their predictions on reports from Paris and London.

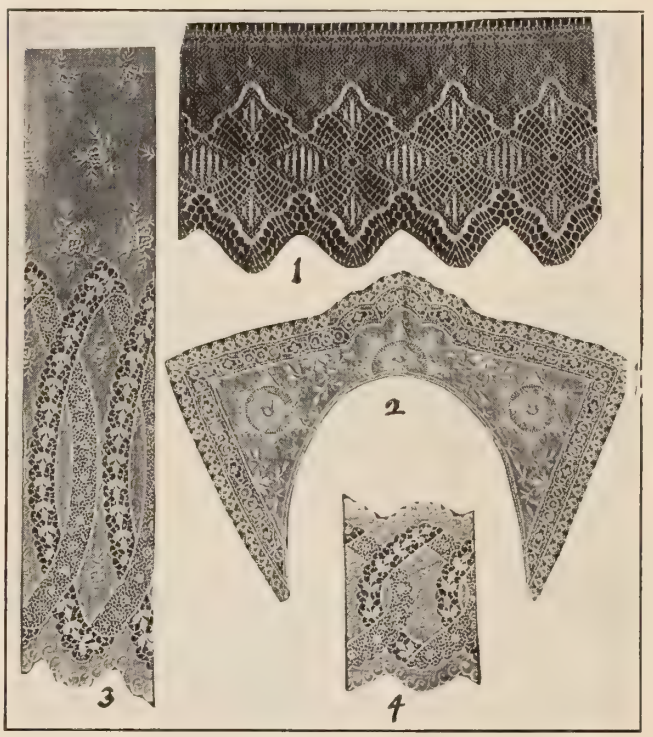
Letters just received from ribbon experts in Basle, Switzerland, confirm these views. One writer says: "I have just returned from Paris and beg to tell you that I have been astonished to see the quantity of ribbons on hats worn in the model exhibitions. I have never seen so many.

"The principal articles bought are, besides warp printed fancies in broad widths, colored velours and fancy ribbons, failles, satins and moires. It is, indeed, the better class articles which claim the bulk of the ribbon business. The following shades are selling just now: Rubis, Violet, Green, Royal, and a good demand for grays and taupes is expected."

Another writer from Basle says: "Coming back from London, and Paris I want to give you an idea of conditions there. In these cities I found the buyers full of hope for a good ribbon trade and all the houses were busy filling orders. The shows in the west end, the theatres and all the windows of the good millinery houses were exceedingly promising and in fact I cannot remember a time when so many ribbons were to be seen on hats and dresses, as this spring.

"Bulgarian effects are very good in broches and chines and wide plain ribbons are shown largely, such as taffetas, failles and satins. For millinery, they want rather a stiff touch, as they use long bows sticking out like feathers. Satins are very good for millinery and sashes. For the cheap trade, taffetas will be the article as always. Moires are likely to come and there is also talk of shots."

Easter has had a marked influence upon the sale of ribbons and the retail trade is helping business along by means of handsome window and case displays. Ribbons are particularly rich and handsome and this applies not only to the printed velvet ribbons and to the rich brocades in velvet on satin grounds, but also to the faille and taffeta ribbons with floral stripes and centres.



No. 1. Shadow lace, Paraguay pattern. Shown by Thompson Lace & Veiling Co.
No. 2. Collar of very sheer embroidered batiste and flat Venise. This is the latest Paris combination. Shown by Hofer Bros., representing Curt Hofer, Plauen.
No. 3 and 4. Band and flounce of voile de neige, hand embroidered and inset with Venise lace. Shown by Hofer Bros., representing Curt Hofer, Plauen.

Though hats are sparingly trimmed, ribbons are important for millinery purposes. The strongest sellers for this purpose are the narrow ribbons with picot and novelty stripe edges and brocaded and patterned in Bulgarian and high-colored novelty patterns.

War Specials

BULGARIAN TRIMMINGS
BULGARIAN COLLARS
BULGARIAN MALINES
BULGARIAN ALLOVERS

Are Your Sales All That You Would Wish?
IF NOT WHY NOT?

Try a Sample Order From Our Stock, It Will Attract Customers.

We also carry

THE SEASON'S SELLERS

FLOUNCINGS VANITY VEILS
SHADOW VEILINGS & ALLOVERS
NET TOP LACES

Also

"HOOKALOOP"

SOLE AGENTS FOR CANADA

The THOMPSON LACE & VEILING Company Limited
59 WELLINGTON ST. WEST, TORONTO, ONT.



Floral garnitures, flowers of chiffon and chiffon and tinsel worked up with silk foliage and tinsel bands. Shown by Thompson Lace & Veiling Co.

Long Silk Glove for Summer

White gloves scarce—The Easter demand centered on white—Black embroideries selling — Prices are stiffening.

The glove business has been excellent, and as Easter has come so early the demand for kid gloves should continue for some time longer. It is many seasons since white gloves were so much asked for and no matter what is the length wanted, it is the white glove that meets with the ready sale. Women seem to have taken kindly to the white glove with heavy black embroidery and a very large proportion of the Easter business was done in this smart glove.

Tans come next to white, but the sale is by no means so big. This vogue for white is explained by the growing favor of high colors for suits and dresses, and the practical impossibility of matching the many unusual shades.

The warm weather promises to bring out a big demand for white silk gloves. The popularity of silk fabrics is having an influence here and both because of the demand for silk gloves, and in sympathy with other lines, prices are stiffening. There will be some sale for short gloves, but the bulk of the business will be done on lengths that will cover the elbow.

The Trend in Embroideries

Colored designs in the spot-light—Lace and blind work on voile neige a high-class feature — New life infused into the business.

There is more evidence as the season advances that embroideries are arriving, and the demand is growing more active. Staple lines are selling, but it is the colored novelties and Bulgarian effects that have put the new life into the embroidery business. There are many buyers who are afraid to touch these patterns because they are so distinctive, but even this caution is an element of strength as it is preventing any over showing of Bulgarian designs. Moreover, the later designs are in more subdued tones, and are more likely to appeal to the taste of the woman who has conservative ideas in color.

Later novelties, though following out the soft Oriental rug scheme of coloring, come more in Louis Designs and patterns and some delightful little dresses are being developed in deep flouncings that have flowered patterns in old rose, old blue, and soft moss greens.

Colored embroideries on grounds, pale ecru and Paris shade are fashionable.

Voiles lead, and crepes are well to the fore, but voile neige is the high novelty.

In spite of the vogue of colored embroideries,



Our Xmas Range of :-: Handkerchiefs :-:

Are Now in Our Travellers' Hands

Our buyer has been successful in gathering together a beautiful collection from every handkerchief market of note in the world—Ireland—Switzerland—France—Germany—And Japan have each contributed. They are well worthy your inspection.

The Hanley, MacKay, Chisholm Co., Limited

139 ALBERT STREET - - WINNIPEG, MAN.

handsome blind patterns used in conjunction with motifs are high style, developed on voile, crepe, voile neige, and sheer batiste grounds. This idea has a further development in the separable motifs and bands that are being taken up by the high-class trade. Heavy blind embroideries on linen is another high-class feature.

The chief selling interest at present is centred in deep flounces, bands and in allovers.

Late Novelties in Neckwear

Lacy effects in white and ecru for summer wear—Importance of paying attention to re-ordering—Use of color at present moment pronounced.

The later development in ladies neckwear has come from the use of color, and at the present moment a good showing of neckwear in high colors and in Bulgarian patterns is a necessity in any department that is up to date. Buyers, however, would be unwise to order far ahead or to stock more heavily than can be quickly sold for it would seem as though both Paris and New York were going in strongly for lacy effects in white and ecru shades.

A wonderfully big business is being done in sleeveless guimpes and chemisettes made of shadow nets. Many of these items show button trimmings and even pleatings and jabots of lace.

All descriptions of jabots are selling well, but the really popular numbers come in bibs and pleated effects that cover almost all the front of the dress. A revival that promises well is the fichu and some very practical shapes are showing made up in shadow laces and fine net.

In collars, the epaulette shape is the leader, and both velvet, silk, ratine, pique, and Plauen goods are required.

Bows are a big line and come in all colors and in a wonderful range.

Now that the season has fully opened up, there is a big rush on in all neckwear factories, and as usual, at this time of the year, the supply of skilled help is limited. Therefore, buyers will do well to keep a close eye on sales, and send re-orders in, in sufficient time to be able to keep up the proper assortment. This is a banner season, but to enable the department to do its best all the novelties must be shown as they appear.

Purple Leads in Veilings

Big variety of dainty weaves and meshes showing—The double auto veil of two colors the latest — Novelty effects are unusually dainty.

Novelty effects in Spring veilings are unusually dainty and the new meshes cover a greater variety of styles and meshes than has been shown for many seasons. Small refined patterns but in a variety of types are selling and there is variety enough shown to appeal to and satisfy every taste. Craquelle and fancy nets are good with small individual designs outlined upon the light background. Woven in dots and groups of chenille dots are very much in evidence, and there are irregular meshes and meshes on the Russian order.

The demand is for piece veilings and veilings in various meshes with lace-like sprigs and borders are decidedly new. Purple has been added to the list of colors this Easter and the present demand for this color is hard to fill. Purple as a millinery color is to the fore and not only is the purple veil smart, but it is becoming. There is some call for taupe but nothing like the demand that is coming in for purple.

With the advent of the Summer months, will come the call for auto-veils and the new lines are now in course of preparation. The veils favored are of chiffon, and crepe chiffon and are extra large running, as a rule, about 2 yards long and the full

(Continued on page 125)

SILKS for WEAVING, KNITTING & EMBROIDERY

J. MAYGROVE & CO., LTD.

MANUFACTURERS OF

Italian, China and Japan Trams, Organzines and Sewings, Tussahs, Floches, Flosses, Spuns, Twists.

Machine Sewing Silks,
Embroidery Silks Flosses,
and Lace Silks.

MILLS—ABBEY MILLS, ST. ALBANS, ENG.
WAREHOUSES—51-52 ALDERSGATE ST. LONDON, ENG.

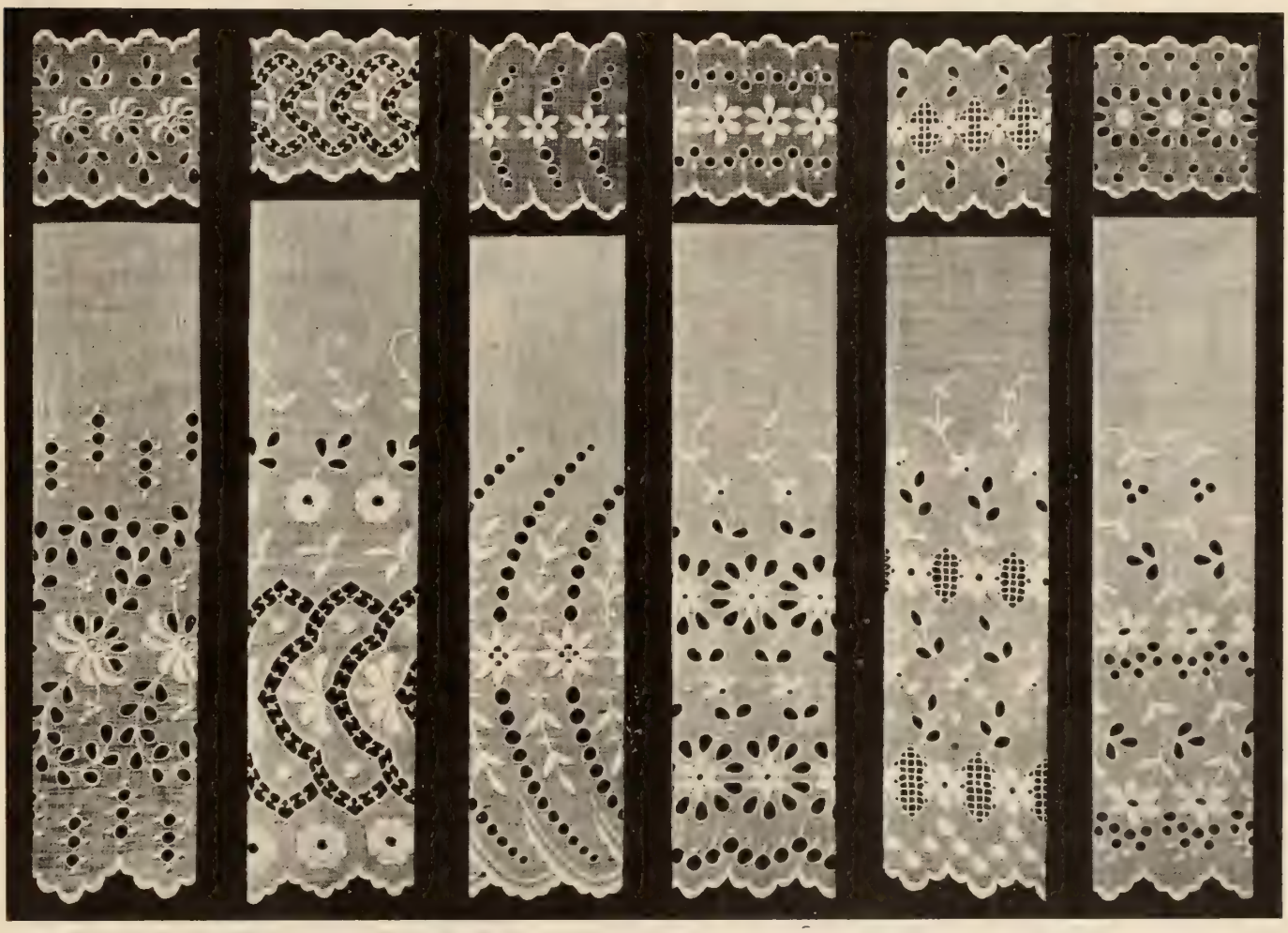
ARTIFICIAL SILK for WEAVING, KNITTING & EMBROIDERY

Voss & Stuffmann, Limited

The Dress Accessories House

wish to draw their customers attention to their large and well assorted stock of

Embroideries for the Spring Season.



Lot 6. Embroidery boxlot, consisting of 6 pieces at 10 yds. of Muslin Galons and 6 pieces of 27 in. flouncings, total 120 yds. at $0.26 a yd.

A full stock of all seasonable lines is kept on hand and at right prices, only dependable quality being handled, no so-called loom ends or factory seconds.

Our assortment of Embroidery lines is very large and we have boxlots of all conceivable variety in all ranges of prices, of which the above is an illustration.

Write to us, when in need of Embroideries, as we feel confident that our stock will satisfy the most exacting buyer.

12 St. Helen St. =:= =:= =:= **Montreal**



SILKS

Silk Fabrics, Silk Threads, Silk Ribbons, Silk Cords

In different qualities suitable for all trades.

We are the only manufacturers of Silk Ribbons in Canada.



STAMPED EMBROIDERED LINENS

¶ Our Catalogue for Spring and Summer, 1913, is now ready. Supplied to the trade only, on application.

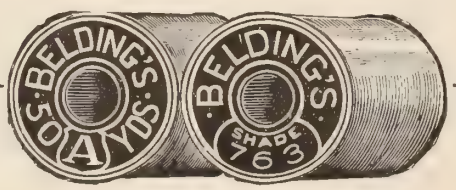
Give our travellers a hearing, and look at our Samples before purchasing. Extra good values.

Belding Paul Corticelli Ltd.

Silk Manufacturers

Mills: Montreal, St. John's, Coaticook, P.Q.

Salesrooms:
Montreal, Toronto, Winnipeg, Vancouver, and Sydney, Australia



Sterling

"Conforming to the highest standard"

Laugh at Womanly Whims

but encourage them just the same

There you have the real secret of modern merchandising—fanciful woman and her all-consuming desire to acquire something uncommon, something different, backed and encouraged by the merchant, the manufacturer and the fashion designer by creating, producing and selling that something that will attract her attention.

The constant demand by women for novelties, a change of style keeps gold in circulation and makes prosperity. Encourage prosperity by catering to the novelty-seeking trade. Our lines include laces, embroideries, veilings, neckwear, etc. See the new Bulgarian novelties in laces, neckwear and embroideries.

All High Grade, Sterling Quality Goods

The

Sterling

LACE and NOVELTY COMPANY

80-82 Wellington Street West
TORONTO

CANADA VEILING CO.

THE VEILING AND LACE HOUSE

SPECIAL



FOR CHILDREN'S DRESSES FOR COMMUNION AND CONFIRMATION WE HAVE EMBROIDERY FLOUNCINGS 27 INCHES WIDE. SIX DIFFERENT PATTERNS, ONE DRESS LENGTH, EACH AT 40 CENTS PER YARD. BANDING AND EDGINGS TO MATCH IF DESIRED.

ALSO

COMMUNION

and

CONFIRMATION VEILS

at $9.00, $12.00 and $15.00 Doz.



WE HAVE A FULL RANGE OF SNAPPY SHETLAND AND SHADOW VEILINGS, SILK RUN SHADOW LACES, EMBROIDERIES, ALLOVER AND PLAIN NETS. ALL THE NEWEST SHADES IN CHIFFONS, MALINES AND VELVET RIBBONS.

84-86 WELLINGTON ST. W.

CANADA VEILING CO.

"UP TO THE MINUTE"

Woman-admired Laces and Embroideries—exquisite designs, attractive values.

You know the value of a woman's admiration of any line of goods. You know that a line that is much admired by the fair sex will be a right royal seller.

Women everywhere are falling in love with the LeVoi Spring range of laces and embroideries because it is the embodiment of exclusiveness, the essence of real value.

In the LeVoi stock of laces and embroideries will be found an appealing range of waist patterns, corset covers, dress patterns, novelty neckwear, plaitings, jabots, yokes and ruchings.

Our range of veilings is increasing daily by the addition of many lines right from the source of veiling styles. There is bound to be a big demand for veilings this season on account of the prevailing modes in hats.

Let us show you our entire range of samples, or send an assortment of your immediate requirements on approval. Write to-day.

"Embroideries that sell"
"Laces of distinction"

L. C. LeVoi Company, Limited

32 King Street West, *Toronto*

Sole Selling Agents for the Dominion for SPITZER BROS. & CO., LIMITED NOTTINGHAM, CALAIS, PLAUEN, ST. GALL AND BARMEN

PEWNY'S KID GLOVES

FOR

SPRING and SUMMER

TRADE MARK DÉPOSÉ

$6.50 to $30.00 per doz.

Every pair guaranteed.

ALL Shades—ALL Lengths

Write at once for the assortments you require.

We are Canadian agents and confidently recommend them.

Greenshields Limited
MONTREAL

Agents Wanted Everywhere

We need an agent in every town and city in Canada to take orders for

Accordion Plaitings
Hemstitching
Plaited Skirts
Covered Buttons

Many live merchants throughout Canada are making large profits with very little money invested. Why not you? By showing our display card you will have constant demand for our work.

Write at once for display card, prices and special discounts.

TORONTO DRESS PLAITING CO.
600 Yonge Street, Toronto, Ont.

Novelty Import Co

Easter Over—

now it's settle down to the regular business

Easter business very largely indicates the trend of fashion that will follow. If rush repeat orders indicate anything our range of Veilings, Laces, Trimmings, Neckwear, etc., has enjoyed the popular approval of the Easter shoppers in general throughout Canada. Repeats are coming in every day for our

Venise Allovers and Collars
Oriental Allovers and Laces
Flouncings, Veilings, Nettings
Malines, Chiffons,
Scarfs and Silk Knitted Shawls

These lines consist of the latest designs and novelties brought out for **this** season's showing, and comprise **the most saleable merchandise** that will give your customers the best satisfaction and will **increase your sales just** as soon as you begin to show these elaborate and beautiful designs.

Our salesmen are now covering **all parts** of Canada showing our entire Spring line.

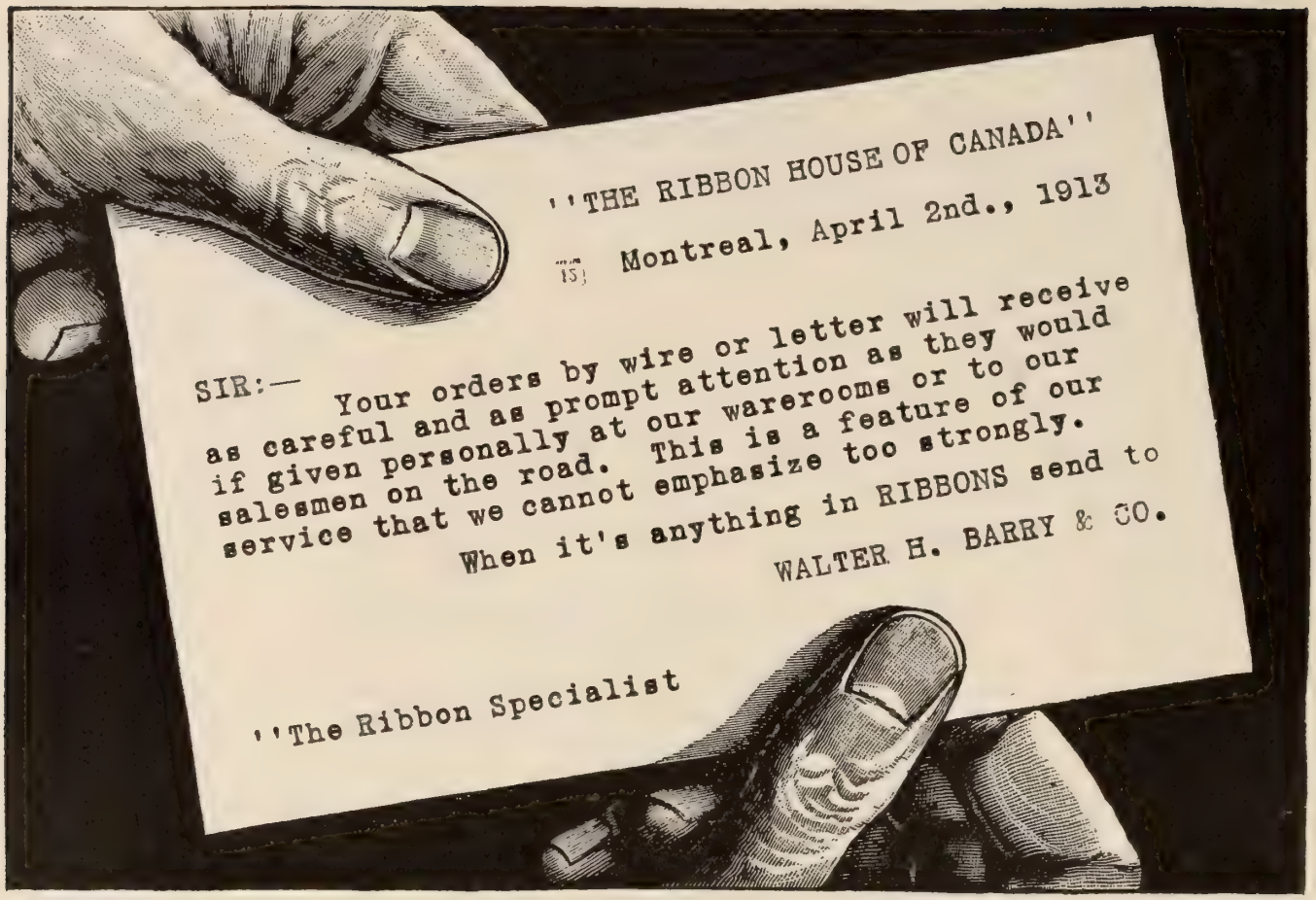
IF YOU MISS THEM WRITE US for a collection of samples of the newest. **(Sent prepaid for your approval)** or inspect these lines at our branch offices.

Montreal—18 St. Alexis St., Room 13, Mr. L. J. Traube and J. G. Guild.

Winnipeg—Room 248, Chamber of Commerce Bldg., Mr. Leo. Rosenbaum.

Vancouver—1016 Rogers Building, Mr. J. Barnard.

NOVELTY IMPORT CO.
"The Lace & Veiling House of Canada"
76 BAY ST TORONTO
Vancouver Montreal Winnipeg



Fancy Parasols

Spring 1913

We invite your inspection of our line before placing your orders.

Ladies', Misses and Children's Parasols in the largest and most varied assortment we have ever shown.

The Irving Umbrella Co.
LIMITED
Manufacturers
79-83 Wellington Street West, TORONTO

The Grip That Grips and Never Slips

Mr. Dealer, if you want to get a sure grip on all the trade in your district you should stock

SPHERE SUSPENDERS

They have stood the test—they sell the world over because of their daintiness, their efficiency and their economical price.
Just try them if you want a Boom in business.

FAIRE BROS. & CO., LIMITED
LEICESTER, ENGLAND

The Sphere Suspender

HOUSEFURNISHINGS

Busy Times Ahead in Housefurnishings

Early spring means moving and housecleaning—Demand for carpets, rugs and curtains will be at its heaviest — Special efforts should be made to win attention of the public to these lines.

THE MOST profitable season of the year in the housefurnishing department is now at hand. Early spring sees the beginning of woman's warfare on dirt—the grand and complete annual housecleaning.

If all women became militant suffragettes and put into their campaign for votes the same energy that they infuse into their yearly chase of the multitudinous microbe and the generating germ, they would soon secure the franchise. The housewife is very thorough and nothing will suit her but to completely tear the house up while she gets into every corner, crevice and cranny.

Carpets are taken up and curtains taken down. There is, as a natural result, a greater temptation at this time than at any other to buy new carpets, curtains and drapes. Examination reveals the fact that the dining room rug, say, has became worn out. "What," thinks the housewife, "is the use of putting that old rug down again? We ought to have a new one." Housecleaning is a time of refurnishing. Furniture is arranged in new ways and as a natural sequence, new wants are revealed.

The importance of early spring from the standpoint of the housefurnishing sales is heightened by the fact that it is the big moving season. A large percentage of families move to new homes during the season between March 1 and May 1. It is practically impossible for anyone to find a new house which will exactly suit the furnishings used in the old place. New rugs will be needed, new curtains, blinds and drapes. Every move means a few purchases along these lines. As a result, moving season becomes a harvest time in the housefurnishing department.

To make the most of this trade is the problem which faces the manager of the department. Special efforts will be required, despite the fact that the demand will manifest itself to a great extent anyway. Many people will set about fitting their old furnishings to the new home, if left entirely to themselves. They may recognize the fact that a new rug is sadly needed for the drawing room and that the front window curtains will look skimpy stretched across the bay window in the new place; but the promptings of economy may conquer the desire to indulge in new furnishings. If, however, the store of Jones & Co. is running a special campaign in the housefurnishings department; if their ads. tell most beguilingly of the splendid values offered and the store windows reveal displays which appeal strongly; if this bait is held out, the promptings of parsimony are conquered and the much needed furnishings are bought.

It is necessary, therefore, for the department to make extra special efforts to win public attention. Offering of bargains is not necessary. In fact, better results will be obtained by dwelling on the quality of the stock and "playing up" the attractiveness of the goods offered. A good share of the advertising space should be devoted to housefurnishings and window displays should also be arranged. Some firms secure excellent results by placing cards in different parts of the store and in the windows, calling the attention of customers to the goods on sale in the housefurnishings department. These signs can be made more typical by doing the lettering on squares of oilcloth.

Purple Leads in Veils

(Continued from page 118)

width of the material, and with the hem all round.

The novelty comes in the double veil made of contrasting colors of chiffon. The combination of blue and green is perhaps the best liked, but other colors are combined with beautiful effect. Pink and grey, blue and cerise, purple and maize, brown and yellow, are a few of the most attractive combinations.

Printed chiffon scarves in considerably higher colors than hitherto featured are also showing.

There is a heavy demand for chiffons, Malines, and a big variety of fancy meshes in nets. Big orders are being placed for the coming Fall season as fashion points to draperies and overdresses of the same.

Silk Sales Are Still Growing

(Continued from page 52)

popular prices. Printed patterns in brilliant color combinations are obtainable, also printed on Ottoman and ribbed grounds. Printed eponges are also favored for facings and trimmings and are being extensively used by the making-up trade.

In all showings of new silks, brocades are featured as the high novelty and brocaded crepes and brocaded satins are selling well to the better trade. The new development in brocades come in matelasse weaves. Matelasses are scarcely suitable for Summer wear, but it is expected that the coming Fall will see matelasses showing in a wider range.

All cord weaves are selling. Ottomans and heavy ribs are being taken for making up into dressy cloaks and bengalines are used for suits, cloaks and garnitures.

Belleville, Ontario.—A disastrous fire broke out in the village of Madoc on Friday night in the basement of Milne's dry goods store in the Dale block, and in the upper story of which Mr. Milne had his residence.

St. Thomas, Ont.—Their business having increased to such an extent that their present store is altogether too small, the well-known firm of R. H. & J. Dowler are planning to put a forty-foot extension at the rear of their store. Dowlers own the land clear back to Curtis St.

Fancy Suits in Novelty Fabrics

Many in combination effects — Coats are cut in form of blouse model—Skirts have drapery suggestion.

Summer suits are mostly of the novelty class and often with the coat in one color or fabric and the skirt in another. The coats are invariably cut in some form of a blouse model. That is, in modified Russian blouse and peplum, or in Bulgarian blouse fashion.

The skirts as a rule have some drapery suggestion or are quite plain and finished with a band of the same material as the coat. Quite frequently the skirt is fulled into the band at the back or more rarely still there is an inverted box pleat at each side held in by buttons. This gives the fashionable narrowness around the feet and the extra fullness at the hips.

Summer suits are showing in ratines, linens, eponges and cotton Bedfords and the selling colors are white, tan, rose and Cadet.



The Sanitary Dry Goods Store

You owe it to your business that your floors, your shelving, your stock, be free from dust. This object can best be obtained by the use of a EUREKA ELECTRIC VACUUM CLEANER. Its service is invaluable. It demonstrates to customers that they should have it in their homes. In that way it becomes a profitable article for your house-furnishing department. Retails for only $45.00. Write for full particulars to the

Onward Manufacturing Co.

BERLIN -:- -:- -:- ONTARIO

EASTERN REPRESENTATIVES

Sales Company of Canada, Ltd., 641 St. Catherine St. W., Montreal, Que.

Oriental Rugs



With **real** Oriental Rugs so much in demand at the present time, my large assortments of Persian, Turkish and East Indian are sure to prove good sellers when displayed in your store. My splendid Eastern connections permit me to buy at prices that ensure you good profits.

Mail orders receive prompt attention.

L. Babayan, Direct Wholesale Importer **77 Bay St., Toronto, Ont.**

Buyers' Guide

FOUNTAIN AIR BRUSH
Model A Price $20.00
The Standard Air Brush of the World
Show-Card Writers and Window-Trimmers cannot afford to be without one.
Send for Catalogue C-79.
Thayer & Chandler, Chicago

ONE inch space in this Department will cost you $25 for 12 insertions.

TOYS
of the below-named type are the manufacture of
BING BROS., Nuremberg
SEE THEM at
381 Fourth Ave., New York
THE BING'S MINIATURE RAILWAY SYSTEM, Mechanical as well as Electrical Iron Engines; STATIONS, SIGNALS AND LAMPS, Patent Walking Animals; PLUSH AND FELT TOYS, BEST QUALITY Mechanical Boats; AUTOMOBILES, Steam Engines; ATTACHMENTS, Enamel Kitchen and Dinner Sets; ENAMEL TEA AND COFFEE SETS, Wash Sets; MOVING PICTURE MACHINES, Post Card Projectors; MAGIC LANTERNS.

BROCK & PATERSON LIMITED
St. John, N.B. Halifax, N.S.
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

Condensed Advertisements

ORDERS WANTED

WANTED—ORDERS FOR FINEST HAND-made Irish crochet laces, insertions, picot-edges, beadings, motifs, collars, yokes, d'oyleys, etc. M. Hughes, Scotch Street Bridge, Armagh, Ireland.

MISCELLANEOUS

COMPETENT STENOGRAPHERS IN search of position register at our Free Employment Department. We have a number of applications on file. Call up Remington Typewriter Co., Ltd., when in need of an operator. 144 Bay St., Toronto.

BUYERS WANTED

EXPERIENCED BUYERS WANTED FOR various lines, for the large departmental store (C. W. Sherwood Co., Ltd.), to open in Regina, Oct. 1. Address at once, giving full information as to experience, references, salary, etc. Splendid opportunities for the right men. Address C. W. Sherwood, 817 St. Joseph Blvd. West, Montreal, P.Q.

AGENT WANTED

AGENT WITH EXCEPTIONALLY GOOD connections in Canada wanted by good Plauen manufacturer of neckwear, laces and tablecloth (doylies and runners). Must be very well known among best houses for large business in Canada. Only experienced men will be considered. Applicants must state experience and give references. Address full particulars to L. P., 9026, care of Rudolf Mosse, Plauen, Saxony, Germany.

AGENCIES WANTED

ENGLISH FIRM OF MANUFACTURERS OF Hair, Hair Goods, Hair Nets, as used by high-class hair-dressers and stores, desire to arrange a Canadian agency on commission with established sound house who has a good connection in the trade for Toronto, Montreal and district. Arrangement for stock to be kept in Canada would be made. For further particulars, write to Box 97, Dry Goods Review, 88 Fleet street, London, England.

FOR SASKATCHEWAN — AGENCIES FOR store fixtures and fittings of all kinds. Also fixtures for department stores, office buildings, banks, schools, churches and theatres. We cover Saskatchewan three times a year, and work the larger cities all the time. North-West Specialty Company, Saskatoon.

FOR SALE

NICE CLEAN STOCK OF DRY GOODS. About five thousand dollars in good town in Alberta. Good business to be done. Good reasons for selling. Address Box 2, Dry Goods Review.

German Business Men to Tour Canada

(Continued from page 17)

(3) Hamilton and Bow Park Experimental Farm (1 day.)

Apartments: King Edward. Information: German Consul, Mr. Henry Peters. Manufacturer's Association (Mr. Murray, Secretary.)

Aug. 13.—By steamer to Montreal, via the Thousand Islands, down the St. Lawrence.

Aug. 14, Montreal.—No program. Apartments: Place Vigor.

Aug. 15.—Afternoon: Departure for the Eastern Provinces (New Brunswick, Nova Scotia.)

Aug. 16, St. John.

Aug. 17-22.—Tour through the Eastern Provinces. Sight-seeing in Halifax, Moncton, Fredericton and other noteworthy towns and inspection of their industries. The program for the different towns is being arranged with the Municipalities and Governments and will be announced later.

Aug. 22, Fredericton.—Concluding banquet.

Yorkton, Sask.—Another big departmental store will open in Yorkton this month, the T. E. Vanstone Co., Limited, having leased the entire ground floor of the new Dunlop block.

Montreal, Que.—E. W. Gnaedinger, of the firm of L. Gnaedinger Sons & Co., died very suddenly from heart failure, at his residence, 330 Roslyn avenue, Westmount, this morning in his sixty-second year.

Moose Jaw, Sask.—T. W. Robinson Co. have changed their firm name to Robinson, McBean, Limited. The personnel and management of the company remain as formerly, T. W. Robinson being president and W. F. MacBean secretary and managing director.

Fort William, Ont.—A partnership has been formed between Charles W. Wilson, at present advertising manager of the Times-Journal and John Bonnin, for several years manager of Fred J. Mitchell's clothing store. The firm of Wilson & Bonnin will be proprietors of a new clothing store at the corner of Victoria and May streets.

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HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible

PLACING LARGE ORDERS.

H. E. Davis, of H. E. Davis & Co., manufacturers of waterproof garments, Montreal, has returned from Europe, where he was purchasing materials for next fall. By placing large orders well ahead, Messrs. Davis hope to overcome the difficulties heretofore experienced in delayed deliveries. They are this year showing a big range of garments in the newest cloths and latest styles, and a large stock is carried to supply immediate requirements.

OPENING SALES OFFICE.

W. H. Partridge, manufacturers' agent, representing the Vancouver Sweater Co., "Carhartt" overalls and Bloom & Co., New York, for vests, is opening a new sales office at 73½ Bay Street, Toronto. He is also handling Van Allen Manufacturing Co., Hamilton, underwear and hosiery; F. W. Robinson Co., Toronto, sweaters, are represented by him in Montreal. Several other leading lines are being added.

SECURES AGENCY.

A. H. Wheeler, 409, 410 King's Hall Buildings, Montreal, has secured the Canadian selling agency for "Stop-Run" hose supporters and loops from the Schaufuss Company, of New York. The "Stop-Run" hose supporters have had an immense sale in the adjoining republic, and it is anticipated that they will be just as popular with Canadian women when their many advantages are better known. It is claimed for the "Stop-Run" hose supporters that they have solved the problem of the "run" that ruins so many stockings. It grasps the stocking, only on the outside, with a wide buckle, fastening onto such a wide portion that the strain does not come on a few threads, but is distributed over a large area. No matter how tightly the garters are drawn they do not injure the finest silk or lisle stockings. A large sale is predicted for them in Canada.

SERGE DRESSES AT $3.75; SILK DRESSES AT $5.00.

Buyers are learning that specialization always leads to the cheapening of production, while at the same time values and styles, as well as fit and finish, are fully maintained.

A new firm that has recently entered this field is Bernard & Duffney, who are located at 81 Jarvis Street, Toronto. This firm not only makes nothing but dresses, but they further specialize on just two numbers. They are putting out serge dresses at $3.75 and silk dresses at $5.00. These dresses are smart and stylish.

DO you know of any dry goods dealer, anywhere in Canada, who does not subscribe to the Dry Goods Review?

If so, you will be doing him a good turn by giving us his name and address, so that we may send him a sample copy and an order blank.

DRY GOODS REVIEW

Canada's Only Semi-Monthly Dry Goods Paper

MONTREAL TORONTO WINNIPEG

Wise women have found a new way of buying dress shields—

They ask at the Notion Counter to see

Kleinert's

Dress Shields Chart.

Wise merchants have found a new way of selling dress shields—

They display at the Notion Counter

Kleinert's

Dress Shields Chart.

Ask for the chart—it is free to those who sell Kleinert's Dress Shields.

I. B. Kleinert Rubber Co.
Toronto, Canada

7979

DRY GOODS REVIEW



Volumn XXV
Number 7

APRIL 16
1913

FEATURING HOUSE FURNISHINGS

Who reads the paper is more important than who gets it.

Advertisers should investigate the standing of a paper in its particular field before placing advertising. The DRY GOODS REVIEW'S supremacy in its field is unquestioned. Why experiment with papers that have little or no influence? The authoritative news and practial ideas in "The Review" make it absolutely essential to any live dry goods merchant.

Advertising rates always consistent with quality of service offered

DRY GOODS REVIEW

The Recognized Authority on the Canadian Dry Goods Trade

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How Will U.S. Tariff Changes Affect Canada?

A review of the proposed revision as it applies to clothing and dry goods—Would it create shortage in certain lines in Canada? —Would the price of raw wool advance in this country?

THE PROPOSED changes in the new tariff bill, which has been introduced at Washington, would materially reduce the duties on clothing lines. Not only is the tariff reduced considerably on many lines of clothing and material, but some are put on the free list.

Perhaps the most striking feature of the proposed revision, from the standpoint of the dry goods trade, would be the placing of raw wool on the free list and a correspondingly heavy reduction in the tariff on all woolen articles. The Schedule K enigma will be solved by the bold stroke of wiping out the wool tariff.

Boots and shoes are also placed on the free list.

Among the articles on which the duty is being substantially reduced are the following:—Cotton cloth, from 42.74 to 26.69; cotton clothing, from 50 to 30; stockings, hose and half hose, selveged, from 75.33 to 50; mens' and boys' cotton work gloves from 89.17 to 35; knit shirts, drawers and under, wear from 60.25 to 25; collars and cuffs from 49.10 to 30; blankets from 72.69 to 25; flannel from 93.29 to 30; clothing, ready made, from 79.56 to 35; womens' and childrens' dress goods from 99.70 to 35; sewing silk from 25 to 15. It will thus be seen that the tariff has in most cases been more than cut in two.

It is certain, of course, that the bill will meet with strenuous opposition and it is altogether likely that, when it emerges from the crucible of senatorial consideration, the measure will be materially altered. At the same time, it is quite as certain that the bill will ultimately carry and that it will bring about very substantial reductions.

It is likely that the guns of the opposition will be trained most heavily on the free wool proposal. Although this clause is backed by President Wilson and accepted by the House committee, the proposal is certain to precipitate a fight among the Democrats themselves.

What effect would the proposed changes have on trade in Canada? The question is being very anxiously asked and the answers given in many quarters are far from reassuring.

The Review has discussed the question with manufacturers in many lines and has found a wide divergence of opinion. Some state most confidently that no effects will be felt on this side of the line, that trade will go on without either expansion or loss. Others predict that conditions of a highly detrimental nature will develop.

Those who anticipate evil results to Canadian trade, if Uncle Sam's revenue wall is lowered on the lines indicated, see little hope of counteracting gain in any other direction. Said one manufacturer:

"With European goods entering the American market on the low tariff proposed, there will be a ready market found there. With big United States orders to fill, will the British and Foreign manufacturers find time to attend to the smaller orders from Canada? I don't think so. We are very likely to find it extremely hard to get supplies.' '

A manufacturer of woollen goods predicted an advance in the price of raw wools. "With raw wool going into the United States free," he declared, "Canadian wool will find a market over the line. There can be but one result—wool here will advance in price. This is, in my opinion, inevitable if the proposal to put raw wool on the free list is ratified."

Another manufacturer sees trouble from another quarter. "There will be an invasion of American manufactured goods as a result of the wiping out of the raw wool duty," he declares. "They will be able to make their goods much cheaper and will be in a position to compete on outside markets. Naturally, Canada will be the target for a good share of the efforts which will be made for increased export trade. I don't think that they will be able to make heavy inroads, but there will undoubtedly be more woollen goods imported."

Somewhat the same view was taken by another man with whom the Review discussed the problem. He was inclined to think, however, that any evil effects, which might be felt, would be temporary. "Matters will readjust themselves in time," he said. "But in the meantime, I think we have reason to apprehend disturbances on this side of the line as well as on the other."

Others took quite a cheerful view of the situation. "We will go right on," said one man. "Conditions are too prosperous in Canada for tariff revision in another country to upset us very much."

The situation is fraught with possibilities and the course of events will be closely watched by Canadians.

New Liskeard, Ont.—In a fire which broke out in the business section here, J. F. Mulligan, men's wear dealer, suffered damage to the extent of $3,000.

Coquitlam, B.C.—F. H. Cambridge has moved his millinery store to larger premises.

Yarmouth, N. S.—The death has occurred of Nathan M. Crosby, formerly a member of the dry goods firm of Moses and Crosby.

Aim to Give Perfection of Retail Service

The ideal of new departmental store in Milwaukee—An absolute guarantee is given with every purchase — Only new money given in change — Excellent facilities for members of sales staff.

"SERVICE" in the fullest sense of the word is the keynote of the policy of the departmental store of Leflys, recently opened at Milwaukee. The service they aim to give begins with efficiency in the sales staff and ends with an absolute guarantee of goods sold. They go a little further than to merely guarantee the stock. "Insurance" goes with every parcel.

The plans of the management can best be described, perhaps, by quoting from an advertisement of the firm used shortly after the new store was occupied. It read in part as follows:

"One feature, typical of LEFLYS, will be the giving of new, clean money in the making of all change—new store, new merchandise, new money; for sanitary reasons we think this move most wise.

"Quick change will be assured at all times, since we have adopted the latest and best cash register system, each section being provided with an ample number of trained cashiers and bundlers.

"We have spoken, in a previous chapter, of the 'right relations with the right producing markets'—relations which can and do exist only by surrounding ourselves with an able corps of buyers and managers —men and women thoroughly schooled in their special lines; then, after gathering such an organization, sending them into the world's markets with orders to 'get the best'—not necessarily at the lowest price, which by so doing would deprive some of the right to live in keeping with their labors—but the best merchandise at the fairest price.

"Our object will be to carry the merchandise the public wants at the time the public wants it, and each line we carry will be complete—not a few odd pieces, but a generous assortment — that's LEFLYS service.

"All merchandise purchased at LEFLYS will be accompanied by a guarantee—broad, liberal and unrestricted—it defines our policy.

"Our prices will be low, always consistent with the character of the merchandise, and all merchandise will be of the dependable kind, as to quality of material, fastness of color, of the highest standard as to fit and workmanship.

"And a word as to our advertising.

"We shall make no misleading, exaggerated statements, or 'half-truths' under any circumstances.

> "In these days of rivalry, where each store is striving for the uppermost; where exaggerated, unreliable statements are oftentimes made under the possible pretense of 'fooling some of the people some of the time,' we feel that it will be a pleasure to know that LEFLYS advertising can be relied upon as being safe—accurate—trustworthy.

"All this we shall endeavor to make LEFLYS advertising.

" 'Bargains,' in the common use of the word, will be unknown at this store. Featuring everything on sale as a 'bargain' is a myth—such a condition of affairs is impossible. The idea of advertising one

(Continued on page 7)



The guarantee given by Lefly is as follows:

PRICE AND QUALITY INSURANCE

Our merchandise, no matter what price you pay, is absolutely reliable, of good wearing quality, and is never misrepresented.

We will positively never be undersold.

Any purchase made by man, woman or child, which does not prove entirely satisfactory, may be returned and the purchase price refunded.

You must be thoroughly satisfied with every purchase or we shall not have accomplished our object—LEFLYS.



Stitts, Ltd., Millinery Salon on opening day, showing display of Paris models.

Modern Ideas are Embodied in

A description of the recently re
Limited, Toronto—Front is plain
only are carried in stock, and
— Effective system has been

In the accompanying article is given a concise Co., Limited, Toronto, together with something on exclusive store. A high class trade is done, one of goods are carried in stock. The new store is neither qualities which set it apart from others and the atm trade.

STITT & CO., LIMITED, 11 and 13 King Street, East, Toronto, recently remodeled their establishment. The firm were organized in 1885 and have been in the same building for twenty-eight years. They are exclusive costumiers and do a high class business. A full range of kid gloves, veilings, neckwear, trimmings, fabrics and an extensive millinery stock is carried. The improved fittings, stock keeping methods and system, which have also been added, are designed to cater to a growing clientele and in keeping with the business done. There are several modern facilities, which are original and suitable for select trade.

The front is plain, but sufficiently unique in design to stamp the establishment as one of the foremost in a district of splendid stores. Each window is encased at the top in panel design and the background is quite suitable. A neat colonial scheme is used effectively, and in good taste. At the top, wide prisms extend right across the front. Behind this, the artificial lights are arranged to semi-diffuse their rays on the goods on view. The door is a single panel with monogram. The entire front is painted a soft gray and a neat sign surmounts the whole.

Both floors have been refitted. The general stock and millinery are arranged on the main floor and the second is devoted altogether to the costuming departments. The interior is finished in soft gray similar to the front. All the cases, wardrobes and counters are solid mahogany of substantial design. Centre fixtures are low and an unobstructed view of any section is possible from any part of the salesroom. This arrangement is also intended to facilitate sales and stockkeeping. The main fixtures are laid out in centre squares, side counters and shelving. The cases are of glass to the base and have all glass tops. Several drawer cabinets are used for keeping laces, allovers, trimmings and veilings. In the side-wall fixtures, all stock is kept in sliding door or unit cabinets. Stock boxes are uniform in size and color and form a pleasing contrast to the soft tones of the woodwork and walls or the richer finish of the cases and cabinets. The main floor is carpeted with deep pile monotone Wilton. Large bulb tungsten lamps are suspended on chains over the main aisles.



New Exclusive Establishment

modelled store of Stitt & Co., but unique — High class goods exclusive clientele is catered to adopted.

description of the newly remodelled store of Stitt & the system which prevails in this old established and the outstanding features being that only best quality ornate nor conspicuously elaborate, but it has unique osphere created is distinctly suitable for a high class

Main floor, Stitts, Ltd., showing remodelled equipment and general view of departments.

Millinery is situated at the rear from the stairway. The equipment includes several features, which pertain to this department. Mirrors, stands, cabinets and fittings are designed on original ideas. Wall cases and cabinets are preferred for showing models and neat tables and furniture carry out the effect of unit display. The salon is completed with stands for palms, comfortable settees and numerous showroom requisites.

Fitting and workrooms are on the second floor, which is reached by a wide stairway from the main floor. Two departments are conducted separately—exclusive costuming and high class tailoring. These are in charge of modistes of Canadian-wide reputation, who are in close touch with New York and visit the metropolis three or four times a season. Special trips are made to Paris by the modistes and designers whenever necessary. A staff of 150 experts is kept busy on this floor. Two men designers are employed and several experienced dressmakers specialize on sleeves or collars only. These parts of a gown are essentially the making of it and the greatest attention is paid to workmanship and finish throughout. This is considered as important, as maintaining the reputation of the firm.

The system of Stitt & Co. is planned for the co-operation of the several departments, following the policy of exclusiveness. Their platform as regards buying, stockkeeping and service is complete when customers are satisfied. Since the new departments have been added, this comprises select outfitting for every occasion—weddings, reception, afternoon and evening gowns and street wear. Price is not considered. There is no limit, but with every purchase goes the assurance of individuality.

HIGH CLASS GOODS CARRIED.

Only the highest class fabrics, laces and trimmings are caried. This is the standard of the whole stock. A present instance of style is noted. Eastern and Bulgarian modes are passing and those shown include materials in these colorings, but in small designs. No two gowns are alike. Some of the exclusive lengths of fabrics used run from $50 a yard and up. Gowns are designed, which range from $100

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Advanced Ideas Adopted in Retail Store

Chas. Austin Co., Limited, have Welfare Association for employees—A benefit fund will be conducted—Members will be sent on trips to centres of trade—Additions and improvements completed in store.

CHATHAM, ONT.—Two years ago, at the time of the then latest extension to his business premises, Charles Austin, president of the Chas. Austin Company, Limited, made an interesting little calculation. He had been in business at Chatham, Ontario, for fourteen years, and, beginning with a very small store on a well located corner, the business had expanded till at the end of the fourteenth year it occupied fourteen times as much floor space as it did at the beginning.

That calculation was made two years ago. On March 15, 1913, Mr. Austin completed his sixteenth year in business, in Chatham. He made another calculation. That showed that his business occupied sixteen times as much floor space at the end of the sixteenth year as it occupied when he started.

This growth has, as these figures indicate, been sure and steady. The latest calculation was rendered necessary by a further substantial addition to the premises—an addition three stories in height, the completion of which marked the sixteenth anniversary of the business.

Many factors have entered into this remarkable record. All the elements usual to successful business building are in evidence in the Austin store. It's slogan says, "The Store With the Stock," and the aim from the very outset, even when quarters were somewhat cramped, has been to live up to the slogan. The staff is efficiently organized into departments, and enthusiasm is the rule among the individual members. Mr. Austin, himself a very capable organizer, is assisted by carefully chosen and efficient department heads.

This liberal and aggressive advertising policy is just one instance of the Austin policy of spending money to save money. This policy is probably at the root of the frequent extensions to the premises. Beginning with a small corner store, occupying the ground floor only, extensions have been steadily made to take in, first the upper stories, then adjoining stores, both on King Street (the main front) and on the Market Square. On the latter two large additions have been built. The latest addition, just completed, has given room for immense improvements in the selling facilities in several of the departments. The mens' furnishing department floor space has, as a result of this addition, been doubled, this department now occupying approximately 45 x 105 feet. Moreover, this department is now splendidly lighted. The entire stock of clothing is shown on racks, this one feature alone saving much of the salesmen's time and assisting them in the proper displaying of the garments.

The addition also provides much additional space for the furniture department, which now occupies practically all of the three floors in the new addition. Every floor is splendidly lighted, both by day and night, and the stock is displayed to the best advantage. The addition has made possible the keeping of the entire stock in the store, where previously warerooms had to be rented some distance away on the opposite side of the street, for the reserve stock. It has also given space for a wall paper department which is a new and promising feature. The space devoted to curtains, hangings, etc., has also been enlarged.

A three-ton elevator, run by electric power, has been installed in the addition, facilitating the handling of furniture and placing every floor of the building on practically an "even footing." Here, again, an expenditure of money is the means of saving time—also saving more money.

WELFARE WORK FOR EMPLOYEES.

The opening of the new addition and the sixteenth anniversary of the store were celebrated in March by a banquet tendered the employes of the store by the firm. A splendid spread was provided, and this was supplemented by interesting addresses by members of the firm on topics relative to the business. Seventy sat down at the long tables to enjoy the good things, after which a pleasing program, including addresses, was given. The speakers included Mr. Austin himself, Geo. A. Gray, vice-president of the Austin Company, and Mr. Grant, of the Robinson-Little Company, practical business topics being dealt with.

A similar banquet was held to celebrate the last previous addition to the store. Such gatherings have been frequent in the history of the Austin store, and not merely signalize, but do much to bring about a feeling of cordial good will between the firm and the individual members of the staff. The store spirit is immensely stimulated in this way.

A feature of the banquet was the suggestion by Mr. Austin, in the course of his address, that a Good and Welfare Association be organized for the benefit of the staff. The suggestion was quickly adopted by the employes.

CONDUCT BENEFIT FUNDS.

This association will have two departments. It will conduct a benefit fund by means of which all employes who are absent through sickness will re-

ceive their wages up to a maximum of $10 a week. Another feature the association intends to carry out, is the sending each month of two of the salespeople on a trip to some recognized centre of the trade to study conditions there with respect to styles, selling methods, store management and other subjects of interest. These trips will form the basis of the monthly meetings of the association, the delegates giving talks to the other members of the staff on the most striking and interesting features of these trips. As a result the entire store will, it is expected, secure the benefit of this undertaking, and the work will probably have a great educational value.

This store was probably the first dry goods store west of Toronto to institute the 5 o'clock closing idea during the summer months of July and August. It is intended to repeat the experiment during the coming summer, Mr. Austin believing that early closing is much more beneficial to the staff than the weekly half holiday in vogue in some places.

REST ROOM FOR CUSTOMERS.

This year's millinery opening was signalized by another innovation, the opening of a rest room for customers. The enlargement of the store made possible the setting apart of a portion of the ready-to-wear department on the second floor for this purpose.

This location was very convenient to the millinery department as well, and, in fact, the elevator close at hand placed it handy to any part of the store where ladies might be engaged in shopping. A table and a number of chairs were provided, a rug laid on that portion of the floor, and magazines and writing materials placed handy for any customers who might wish to make use of them. Though only in its early stages as yet, the rest room has proven decidedly popular, and there have not been lacking evidences that it is appreciated by the shopping public. The rest room will in future be a regular feature of the store.

MANAGED BY BUSY MAN.

Charles Austin, the founder and head of the business, is a man of wide activities. His career in Chatham indicates that it is not necessary for a man to concentrate his every thought upon his business, but that a wide range of civic usefulness is quite compatible with business success. He has been active in municipal affairs, serving several years as alderman and one term as mayor of the city; has been on the executive, and last year was vice-president of the Chatham Board of Trade; was an active worker in the West Kent Agricultural Society and at one time president of that organization; and is now president of the newly organized Kent Couty Publicity and Improvement Association. He has served on the executive of the West Kent Liberal-Conservative Association, and been on several occasions mentioned as a possible candidate for parliamentary honors. In church work he is very active, and is superintendent of the Park Street Methodist Sunday School, as well as an active temperance worker. On the eve of his departure for the Old Country in March, on a trip which he expects will cover several months, and in which he will be accompanied by his wife and family, Mr. Austin was presented by the officers and teachers of the Sunday School with a handsome address, accompanied by a life size photograph of himself, as a tribute of their regard.

Aim to Give Perfection of Retail Service

(Continued from page 3.)

day in the week as a 'bargain day' is sufficient for all purposes—beyond that period, the word 'bargain' will be unknown in our vocabulary.

"This does not mean that we shall not feature special values, for we shall—and that, too, at all times; but these values will be 'special' in every sense of the word; merchandise purchased for this purpose—oftentimes undercost—and sold at the same liberal reduction."

A view of the new LEFLYS store is shown in the accompanying illustration. It is a massive white block of terra cotta, the total cost approximating an outlay of $3,000,000. The interior of the store is finished throughout in mahogany—counters, cases and racks.

One feature in the management of this new store —and one worthy of especial mention—is the accommodations provided its hundreds of employees; the greatest care, almost a personal responsibility, is exercised over every person. Rest rooms are provided; an employees' restaurant is conveniently located where the best of foods are sold at cost; a house physician and a trained nurse are within call.

On the main floor rapid selling lines are shown, such as gloves, hosiery, underwear, laces, embroideries, jewelery, leather goods, smallwares, drugs and candies.

On the second floor are shown silks and dress fabrics, men's clothing and hats. The third is a women's floor exclusively, among the lines shown being suits, coats and furs. Millinery and fine grades of muslin underwear are shown on the fourth; kitchen supplies, hardware and toys on the fifth; restaurant, wall paper department and pianos on sixth; furniture on the seventh and offices on the eighth.

An early season of brilliant color indicated by the openings. Larger hats and pastel colors indicated for mid-Summer wear. Feather novelties strong now. Flowers to come later. Ribbons in growing favor.

The Use of Cut-Out Borders With Showcards

They are very effective with certain classes of windows—When they should not be used—Borders can be used many times by changing cards and in this way do not prove an expensive feature.

EDITOR, Dry Goods Review:—

"Would you recommend the use of cut-out borders for showcards? How do you go about making cards of this kind? Is there much expense attached to this class of work?"

In answer to the first question, it may be said that cards with cut-out borders are very effective for windows of a certain class. In displays where decorative work of a more or less elaborate nature is undertaken, the cut-out border adds appreciably to the effect. For instance, in opening windows of ready to wear, millinery or silks, cards with cut-out borders will help to carry out the general scheme of the display. A champagne tint card with white lettering, done by air brush, and a brown cut-out border, will be found to tone in nicely with displays of the most elaborate description.

Cut-out borders, however, would look out of place in a great many windows. For instance, they would be strictly "infra dig" with a display of housefurnishings; and never under any circumstances should they be used with a stocky display of small wares. Their use is to be avoided where high color combinations are being shown in the window. They can be made most attractive when placed in displays of white wear. When used in this way, the cards stand out in relief from the rest of the display, lending a touch of color and brightening the window in that way.

Some card writers make their own borders, using compo board, or some other material equally stiff and durable. There is considerable work involved in this, however, and many buy their borders already cut out.

The expense is not heavy as the borders can be used many times. Cards can be pasted in the borders and replaced as often as is desired. In this way, the initial expense can be carried over a lengthy period.

Undoubtedly cut-out borders are a valuable innovation and can be used to most excellent effect.

Modern Ideas are Embodied in New Exclusive Establishment

(Continued from page 5)

to $500 and occasionally more expensive garments are made. It is significant that no millinery is sold under $15 and most of the models shown are direct from Paris.

The modistes in charge, take full responsibility for each grouping of fabrics and accessories in presenting their designs. Many of the gowns are assembled in matched lengths. Designers and customers are not restricted in their preferences.

The firm have their own commissionaire office in Paris and are closely associated with leading costumiers of other foreign cities and Fifth Ave. and Broadway.

Gordon C. Geddes is managing director.



Spring millinery and Easter opening cards in cut-out compo board. The careful blending of colors and air-brush effects make an elaborate card which may be adapted to other special events. Designed and used by Roy W. Theobald, Mickleborough & Co., St. Thomas.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXV. TORONTO, APRIL 16, 1913 No. 8

Canada and U.S. Tariff Changes

THE announcement of the Democratic programme with reference to the tariff, came as a distinct surprise to Canadians. When Woodrow Wilson was elected to the White House and large Democratic majorities were rolled up in both houses, it became certain that an era of lower tariff rates was at hand. The party stood pledged to reduce the tariff and it was accepted on all hands that the new Government would proceed promptly to the task of carrying out their pledges. It is doubtful, however, if even the most ardent of free traders expected the sweeping changes proposed in the measure which is now before the House of Representatives.

The terms of the bill, as affecting the clothing and dry goods industry, are explained in another part of this issue. That trade in Canada will be influenced by the changes is an apprehension shared on all hands. Some manufacturers state that the inevitable result will be higher prices in this country. They argue that placing raw wool on the free list will result in much wool being sent from this country to the United States markets, and a quick and substantial advance in wool prices here. This conclusion seems logical and convincing. Many, however, refuse to accept this as the outcome, stoutly asserting that conditions will right themselves, and that the business situation is in so sound a condition at the present time that the proposed changes will not have an upsetting effect.

There is another contingency which must be considered. Some manufacturers assert that when the high rails around the green pastures of American trade are at last let down, there will be a wild scamper on the part of European manufacturers to share a market from which they have been practically debarred for so long. In such an event would the comparatively modest demands of the Canadian market be attended to? Would it be found difficult to secure supplies for the Canadian trade? Some are inclined to regard this as not only a highly probable result, but a practically certain development.

In the opinion of The Review, conditions will speedily right themselves, no matter how radical Uncle Sam may show himself in regard to his tariff schedules. Canadian industrial and commercial independence is becoming more pronounced all the time. The day has passed when conditions entirely outside of this country could upset business for us completely. Undoubtedly some interests would suffer were the Democratic programme to carry;—and there is every reason to suppose, by the way, that it will go through without serious amendment. But the difficulty would soon adjust itself.

Courtesy as an Asset

COURTEOUS service is an element of merchandising that has accounted in large measure for the success of many a business, while the failure of many more has been due to the lack of it. It is as important that the demeanor of the merchant and his assistants should be cheerful and obliging as that the stock should ever present an attractive appearance. In fact a sour cranky man in an attractive well kept store, if the combination were possible, would find it hard to compete successfully with a merchant of pleasing personality, even if the establishment of the latter was lacking in order and efficiency. The ideal retail establishment has the element of brightness running through store, stock and staff. A combination that cannot fail is the store presenting a cheerful front by reason of interesting well trimmed windows; attractively arranged stock and interior displays of goods and affable salespeople who make it a study to please their customers. It is assumed, of course, that a store with those good points will naturally have that other necessary qualification, a reputation for giving good value.

Protect the Merchant

IN giving notice of a bill to introduce a Parcels Post System in Canada, the Postmaster-General gave assurance that the interests of the retail merchants would be protected. Special attention, he declared, had been given to this phase of the question. If it were possible to protect the small dealer, the chief objection to the measure would be removed. The promise that the interests of the merchant will be safeguarded is reassuring, as it indicates a tendency to recognize the possibilities of evil in such a measure.

In another part of this issue, reference is made to the fact that Parcels Post as operated in Australia has been a severe handicap on the local merchant in that country. Quotations from an article published in the Queensland Storekeeper bear out the assertion that under parcels post, the mail order houses have waxed fat and prosperous, while the local dealer has grown correspondingly lean and unlucky.

It may be that the difficulty has largely arisen through the fact that a flat rate has been fixed by which goods can be shipped immense distances at low rates. It is quite possible that a change to the zone system would effect some relief and an effort is now being made to have the change made.

It would be well for conditions in Australia to be closely studied and analyzed before the system proposed for Canada is worked out.

Uniform Half Holidays

IT may seem early in the year to talk Summer half holidays, but it will not be long before this perennial question is reopened. Already, in fact, the matter has been brought up in several sections.

The Review has one suggestion to make in this connection. A uniform date should be selected for the half holiday wherever it is observed. Up to the present the practice has been for the stores in the various cities and towns to select their dates without regard to what is being done in other places. The result is that the dates selected vary. In one place the stores will close on Wednesday, while in a town a few miles away Thursday will be selected. Over in the next country they may be observing Friday or Tuesday. In consequence, the traveling man's operations become more or less of a gamble. He is never quite sure when he strikes a town whether he will find anyone around or not.

Such confusion is not desirable, nor is it necessary. By the selection of a uniform date early in the season, all trouble could be avoided. Wednesday is probably the day most commonly selected. Why not make it general the country over?

The Business Outlook

BUSINESS is showing unmistakable signs of improvement in all directions. In the dry goods and clothing trades there has not been cause for serious complaint at any time, but the outlook is now brighter than earlier in the year. Demand is consistently heavy and reports indicate that retail buying has been sufficiently brisk to warrant the assumption that demand will continue quite as brisk.

Collections are reported to have improved in the West. This is a most reassuring sign.

The extreme vogue of Nell rose, particularly for millinery purposes, is an indication of the strength that American influence has gained.

The Passing View

Advertising more often reduces than adds to the selling cost of goods.

* * *

It is certain that a grouchy or moody salesman will drive away more business even than a poorly kept stock.

* * *

A few more assaults such as the initial charge of Woodrow Wilson and his revisionists, would soon leave the United States tariff wall a crumbling ruin.

* * *

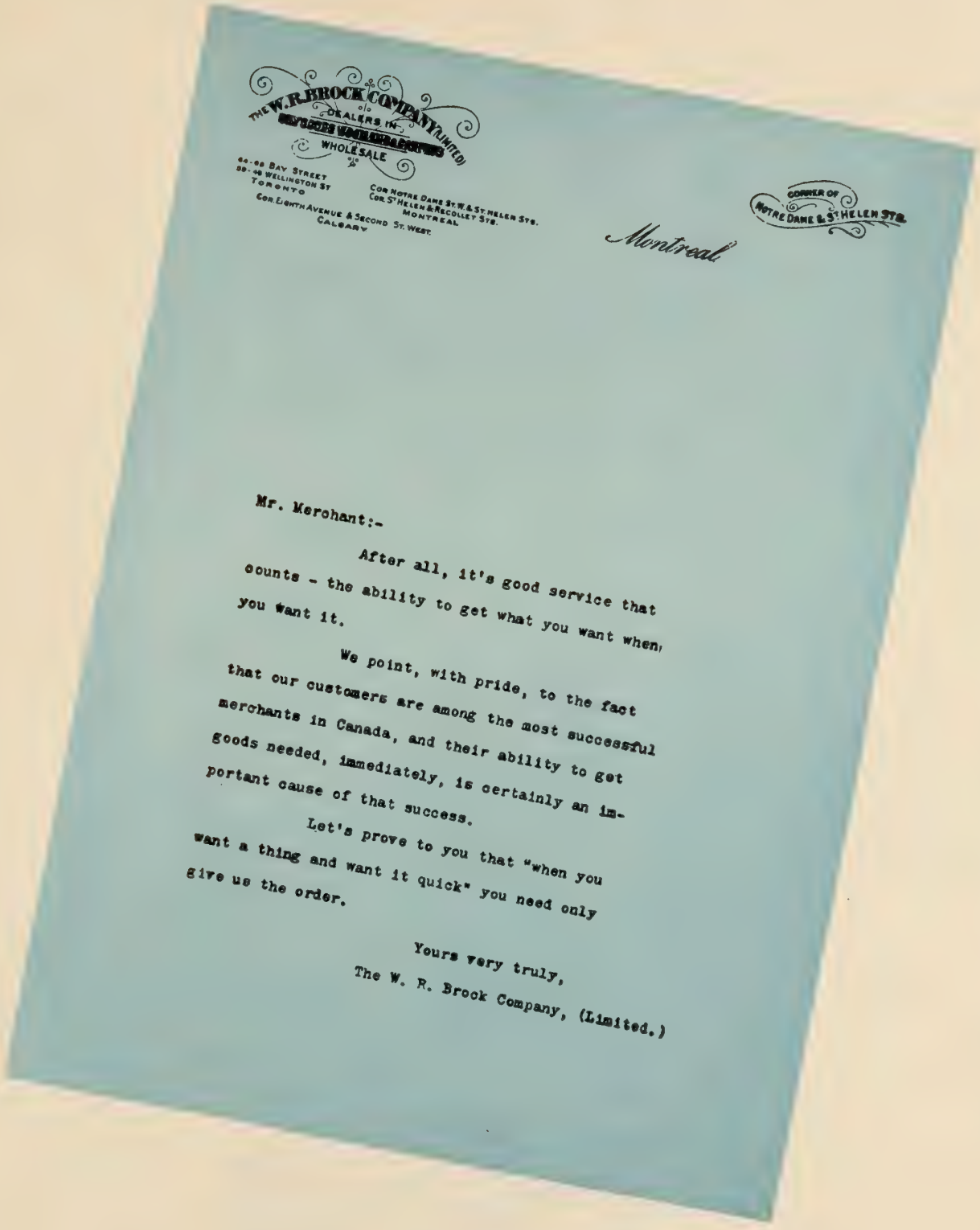
It is promised that the interests of the local merchants will be protected in the proposed Parcels Post bill. The promise is comforting, but still one would like to be able to feel sure on that point.

* * *

The advertising field is no place for a man afflicted with frigiditis pedalis. An advertising campaign, to bring results, must be conducted confidently and boldly. It may cost money, but it will be worth the outlay.

* * *

Colors, radiant, brilliant, vociferous, are seen in everything and everywhere this season. The effects in most cases are quite pleasing. People generally have taken kindly, even eagerly, to it for after all we possess a primitive instinct, which clamors for color and which will not always permit itself to be smothered.



THE W. R. BROCK COMPANY (LIMITED)
DEALERS IN
WHOLESALE
64-66 BAY STREET
68-70 WELLINGTON ST
TORONTO
COR NOTRE DAME ST. W. & ST. HELEN STS.
COR. ST. HELEN & RECOLLET STS.
MONTREAL
COR. EIGHTH AVENUE & SECOND ST. WEST
CALGARY

Montreal

CORNER OF NOTRE DAME & ST. HELEN STS.

Mr. Merchant:-

After all, it's good service that counts - the ability to get what you want when you want it.

We point, with pride, to the fact that our customers are among the most successful merchants in Canada, and their ability to get goods needed, immediately, is certainly an important cause of that success.

Let's prove to you that "when you want a thing and want it quick" you need only give us the order.

Yours very truly,
The W. R. Brock Company, (Limited.)

THE W. R. BROCK COMPANY (LIMITED)

MONTREAL

FANCY GOODS, NOTIONS AND TOYS

New York is Full of Late Season Novelties

Military ball buttons in gold and silver are new—Continued use of Rhinestones —Anticipated revival of covered buttons to follow the vogue of bright colors —Many trimmings used — Beads in high favor — Many novelties in hair ornaments—Fabric bags new.

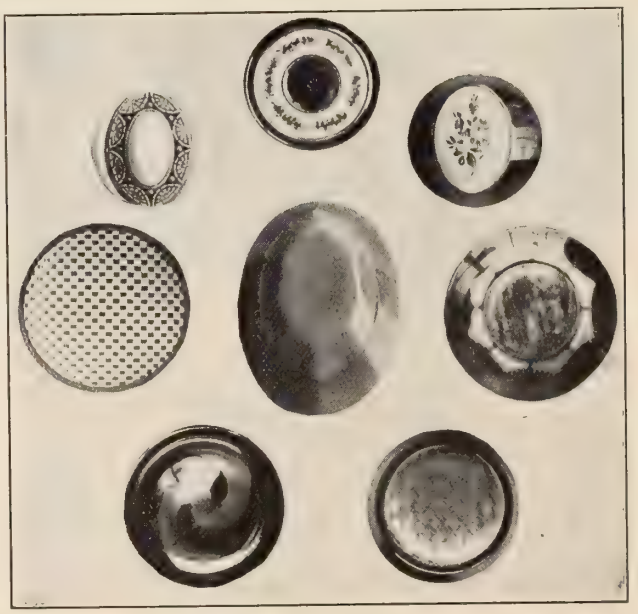
EACH SEASON sees the business in fancy articles on the increase. This is because merchants are finding out that there are large sales and large profits to be made in this section. Therefore, it is easy to induce them to buy any novelty that looks good, and, as demand always produces a supply, there is an increasing number of firms in business who see to it that the progressive merchant has always something new to promote sales. New styles still favor buttons and rows of buttons are still a favored trimming. The latest idea in buttons is distinctly military and rows of ball buttons in silver, gun-metal or brass with loop fasteners are the latest idea. Buttons covered to match with a piece of the cloth of the gown are beginning to be used. This is because so many fancy colors are worn and covered buttons mean that the buttons match without undue trouble. Many covered buttons have the centre of the cloth with a rim of celluloid generally black in color and this idea is likely to gain ground. In a season when there is a demand for bright and glittering trimmings, the fact that crystal and rhinestone buttons still continue is easily understood. Tiny rhinestone studs, set in milky glass cups or in cups of colored glass, are very effectively used on neckwear, waists and on the little vest effects that are becoming such a prominent feature.

There is a decided favoring of odd shapes such as olives, oblongs and squares, and many of the new buttons are what may best be described as lumpy and shaped cutting or faceting like a precious stone. Two-colored effects are very prominent, one of which is bright red, yellow, violet, callot blue, or emerald green, the other being black or some neutral tone.

From buttons to trimmings is a natural transition. Though so many figured materials are used and there are so many fancy effects, trimmings are much employed. Dainty evening gowns are of chiffon and plain or brocaded satin shadow lace and beaded trimmings. Strass and crystal and delicately tinted tube beads and beads of gold and silver are worked into patterns that have a kind of a chine effect. Chiffon and net tunics are free sellers and they are shown in beautiful color effects, ranging from deep peach, cerise, emerald and capucine to pale blues, jade greens, delicate greys and white. The fact that the waist of the evening gown consists of transparent fabrics means that heavier materials can enter into its construction even for hot weather wear.

Rumors that military styles of trimming may be wanted for Fall are stirring up the braid manufacturers to action. Lines are not yet complete, but novelties are promised. Rich fancy trimmings worked out in lacet braid and heavy floss silk meshes look as though they should be good for trimming rich velvets and plushes. From Paris comes an indication that tassels will be freely used and several of the later imported gowns have tassels swinging from sleeves, collars, vests and from drapery points.

With styles once again intensely feminine and mannish tailored models in the background, it is not



Description on page 15



Sell "Three-at-a-Clip"

And Triple Your Sales

Nine out of ten women will buy three TAK-HOM-A hair nets at-a-clip. At one handling, with one cost of selling, you triple your hair net sales. If a single net is wanted, just tear off on perforated line without destroying the remaining envelopes.

The Tak-Hom-A Hair Net

Registered

We are the originators of the Tak-Homa Hair Net Packing. Beware of imitations. Certain concerns have copied our Tak-Homa Envelope, making ridiculous claims regarding their merchandise. This is unfair competition, and in order to protect yourself, be sure to place your orders for the ORIGINAL Tak-Homa Packing.

Made in Knotted End and Elastic Nets. Invisible, Durable, Superior Quality.

Ask your jobber for it or write us.

We also carry Knotted and Elastic Nets in various Qualities in Stock.

Manufactured by

Novelty Import Company

76 BAY STREET, : : : : TORONTO, CANADA



Novelty bags of small size and of various fabrics, particularly moire, are the Spring novelty in New York. Bags of this kind match the style of the new gowns better than the leather shopping bag. The vanity case and the draped bag are developed in ratine, and the purse bag is of moire.

Your customers will be asking for

Something New

in

Hair Padding

Show them

Our "**Dainty Pad,**" which will be one of the best sellers. A six-inch net-covered pad, very light, and made of pure hair. It can be used for almost any hair dressing, especially for the Psyche style.

Our "**Casque Frame**"—Another big seller. It makes it possible for ladies to dress their own hair in the fashionable "La Grecque" styles.

Ask your wholesaler for samples and quotations.

Standard Hair Co.
Montreal

strange to find that the sales are now made in vanity and fancy bags. Small flat vanity bags or cases in envelope shape, either with the strap at the back

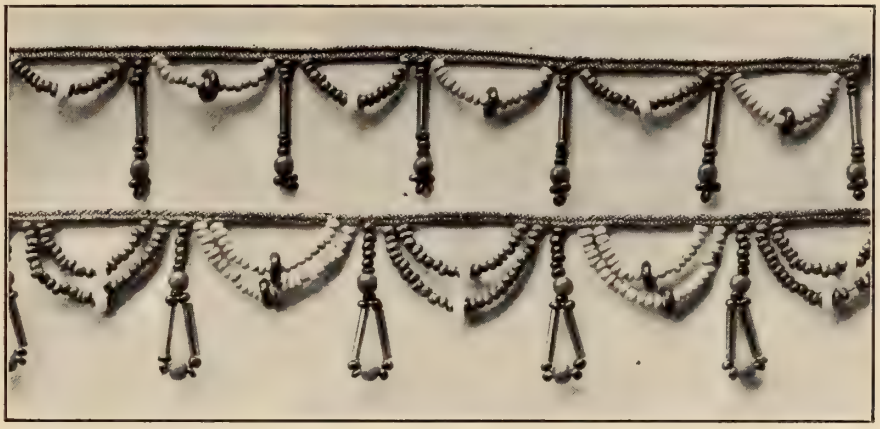


Irish linen handkerchiefs hand embroidered and attractively boxed. R. H. Cosbie, Wellington St. West, Toronto.

to carry it by or with short chain or leather handle, come in pin or crepe seal, and high colors such as Nell rose, and callot blue are very much in demand. There are many new ideas in fabric bags, but moire bags are the leaders. The newest bag is small in size and has the frame covered with the material. The moire is pleated to the frame and the bottom of the bag is shirred into a drawing string and drawn tight and finished with an ornament of moire. Purse bags are not new in New York but in many forms have not penetrated to this market. The newest has the ring in the centre and each end finishes with a frame. One end is the vanity bag and contains powder case and puff and small mirror, while the other is the purse and contains a change purse, place for car tickets, etc.

The latest New York novelty in combs, barrettes and pins is demi-amber. This material is really celluloid, but is in clear amber and dark mottling like real shell. It is carved too, and comes in plain combs and pins as well as set with the inevitable rhinestones and mock jewels.

Hair ornaments in white metal in imitation of platinum are in extensive vogue. Pins, barrettes and combs are made of it and set with rhinestones. The newest bandeaux and filets are of this metal set with flashing rhinestones and having either a marabout or ostrich plume at the front or side. Many of these bandeaux are almost tiaras and are quite expensive. The approach of warm weather so far seems to have had little influence upon the sale of these goods, and, even should the Summer season see a possible drop, there is certain to be, because of their present strong selling position, an early Fall revival.



Bead trimmings in vivid Bulgarian shades. Shown by Sterling Lace & Novelty Co.

The Finish of the Hobble

Washington. — The cotton and woollen schedules of the Wilson-Underwood Bill spells the end of the hobble skirt in the opinion of Mrs. Christian D. Hemmick, society leader. Mrs. Hemmick believes that the real reason for the scanty hobble with its consequent frank display of the feminine figure was the high cost of dress materials.

"The manufacturers of dress goods control the styles," she said. "If cloth cheapens they will favor designs that will utilize more cloth so that their profit will continue."

Mrs. Hemmick declared working women should adopt trousers as being much better fitted for rapid motion. They would be very practical for climbing street cars and walking, she asserts.

Hamilton, Ont.—The final details of the transfer of the business of Shea's, Limited, were arranged yesterday afternoon, and the new owners take possession to-day. At a meeting of the shareholders, which took place yesterday, the following directors were elected: James L. Murray, Walter L. Murray and Alex. S. Dickson. At a subsequent meeting of the directors the following officers were elected: James L. Murray, president and general manager; Walter L. Murray, vice-president and assistant general manager, and Alex. S. Dickson, secretary-treasurer.

Description of Buttons Illustrated on Page 13

Group of novelty buttons: Top three: Imitation jade with oval in antique gold finish. Jet button with ring of porcelain set in hand painted. Jet button with hand-painted oval porcelain plaque. Middle three: Fabric covered button. Oval galalith button in brown and tan. Galalith button with pearl centre. Bottom row: Enameled button, red centre and black rim. Rimmed button and mottled enamel centre. Shown by A. Weyerstal, Wellington Street, West, Toronto.

MILLINERY DEPARTMENT

Directions for Trimming Seasonable Models

How hats shown in the Review are trimmed—complete measurements and workroom directions for popular models which have been shown this season.

IN THE accompanying article descriptions are given of various millinery models which have been shown at various times recently in Dry Goods Review. With the description is given an outline of the methods of trimming adapted in each case. As the various models taken together represent the season's trend in millinery, the article gives a thorough insight into the problems which are arising in the workroom.

MODEL NO. 1.

A hat of bronze moire tagel. The plume is of blondine with bird and breast effect in Eastern colors.

Measurements of the frame: Head size, 24½ inches; front measures from headsize out, one and three-quarter to five and one-quarter inches; back, two to three and one-half inches; sides, one and one-eight to four and one-eighth inches; first round wire, from back to left side, seven and one-half inches to front, fourteen and one-half to right side, twenty-two inches, to back, twenty-nine inches. Outside measurement, eight and one-quarter to seventeen and one-quarter, to twenty-six and one-quarter, to thirty-four and one-half inches. Base of crown, twenty-seven and one-half inches; over, fifteen and one-half inches.

To get the pretty curves at the turn of this brim and crown, the frame should first be made in wire, quite perfectly, then blocked, by wetting buckram or net, stretching it over the wire frame and allowing it to dry. After taking the buckram off the frame and cutting the edge even with the top wire, measure a wire exactly the size of the top of the wire frame, and button-hole stretch around the top of the buckram frame, treating the headsize the same. With a pad and a hot iron press the frame as smoothly as possible, bind the edge wire and sew on the braid, keeping the braid as flat as possible. It will require two pieces of braid, of twelve yards each to cover the hat.

The trimming is sewn directly in the front on the rim.

MODEL NO. 2.

Is a model of white hemp, faced with black tagel, the top covered with pleated white tulle, finished at centre top of crown with jet ornament. Nacre roses in tapestry blue, purple and gold are used for trimming.

Frame measurements: Head size, twenty-six inches; front and back five and one-half inches; left side, six inches; right side, five and one-half inches; outside measures fifty-eight and one-half inches, the brim rolls slightly near edge. Base of crown, twenty-nine and one-half inches; over, fifteen inches. Any



No. 1. No. 2. No. 3.



Like Wireless, the McCall Service Spans the Open Breach in Modern Business.

Wireless to-day fills in the missing link in the world's communication service, aiding business and making possible what otherwise never could be.

The McCall service, with its six points of distribution and its efficient representation makes an ideal millinery service an accomplished fact.

With a thoroughly organized institution which is in constant touch with the best fashion designers and unparalleled buying facilities we give a service second to none. McCall values are always in the lead. Try our service.

The D. McCall Co. LIMITED

TORONTO

Winnipeg Ottawa Montreal Quebec Vancouver

of these shapes are prettier blocked, as described in model number one, but if made in wire should, of course, be covered with muslin before sewing on the braid. The whole top of the hat is covered with white braid sewn flat. The edge and facing is of black tagel braid. The pleated Malines is stretched almost plain and tacked at the edge, tacked again invisibly above the base of the crown, and box-pleated into the top of the crown and finished with a jet ornament.

The gold and purple roses are carelessly arranged on the top brim, at the left side front, the blue one under the brim where the brim is caught up to the crown a little. It will require twenty yards of white braid, and nine of the black straw braid for the hat, with two and one-half of pleated Malines.

MODEL NO. 3.

This is a toque of navy blue tagel, with a coronet of American beauty velvet. A cluster of mixed fine flowers and grass ornaments the front of the model.

This is a hood draped over a crown-like frame measuring twenty-five inches at the base and sixteen inches over. A corner of velvet is draped up the front of the crown, over which the hood is draped, being caught up over the velvet in the front, where it is finished with the ring of flowers and fall of grass.

MODEL NO. 4.

Elongated toque of white mohair, with white flower crown, banded with velvet ribbon in American beauty shade, and flower trimming in same tones.

Frame measurements: Head size, twenty-five and one-quarter inches; front, back and right sides, two and one-quarter to four and one-half inches; left side, two and one-quarter to four and three-quarter inches; first round wire twenty-nine inches; outside, thirty-three inches.



No. 4.



No. 5.

Base of crown, thirty inches; over, eighteen inches.

This frame should be blocked in net, so as to give a soft effect. The brim is sewn in a fine mohair braid. The crown is covered with white rose petals. Both are banded together with American beauty velvet ribbon caught at side-front and at the back with flowers in the same tones.

Six yards mohair braid for the brim, one yard of velvet ribbon, four and one-quarter inches wide, and the flowers are the materials required.

MODEL NO. 5.

Tailored model of fancy straw in Nell rose shade, faced with black Malines Blondine mount at left side.

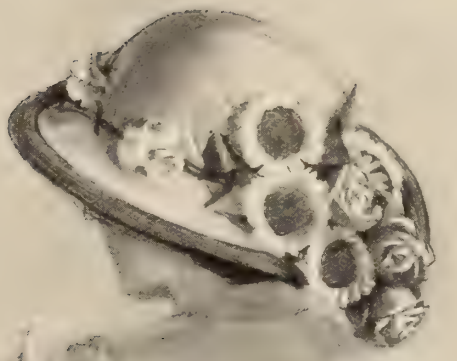
Frame measurements: Head size, twenty-four and three-quarter inches; Front, one and one-half to five inches; Back, two to six and three-quarters; Left side, and and one-half to five and one-half inches; Right side, one one-half to five and one-half inches; inches. Wire at droop near head size, thirty-one and one-quarter inches; Outside fifty-five and one-half; Base of crown, twenty-nine inches, height, three and one-half, over fifteen and one-half inches.

The hat is faced with four thicknesses of plain Malines over Nell rose silk. The top is all covered with the fancy straw and under the edge of the brim about two and one-half inches. The crown is strapped with Nell rose velvet ribbon which also finishes the

GAGE MILLINERY







Write for "The Gage"

SHOWING NEW GAGE UNTRIMMED SHAPES, GAGE BUCKRAM AND WIRE FRAMES, ALSO TRIMMED HATS FROM OUR MANY DEPARTMENTS. SENT TO DEALERS ON REQUEST

When in New York, Visit Our New York Headquarters, Gage Millinery and Gage Merchandise on Display, 11 W. 32nd St.

GAGE BROTHERS & CO., Chicago



No. 6

mount, which is in the same shadings at the left side of crown.

MODEL NO. 6.

Paris model in navy blue, with flower trimming and velvet ribbon bows at back.

Frame measurements: Head size, twenty-seven inches; Front, up two and one-quarter to, four and one-half down; Back curves out and up to four inches, over a little to five and one-half inches; right side up to two and one-half to five and one-half down; left side, one and three-quarters up, to three and one-half inches down; Wire at first curve reading from back towards right side, eight and one-half inches, to front sixteen and one-quarter, to left side, twenty-five and one-quarter inches, to thirty-four inches; Outside measures toward the right nine and one-quarter to seventeen and three-quarters, to twenty-seven to thirty-eight inches.

Base of crown: Twenty-eight inches; Height of front, three inches; Back, three and one-half inches; Length of top crown, nine and one-half inches; Width, eight inches. Top measures twenty-eight inches around.

The hat is covered with braid sewn plain, the edge bound with paddy green braid. The wreath, which is composed of fine flowers and foliage, with a single large pink rose in the front, is arranged round the top of the brim in front and over the edges, where the brim rises high at back, more to the left side. Strappings and falling down bows of the ribbon fill in the back of the hat.

It will require twenty-four yards of straw braid for the hat, the flowers and two and one-half yards of velvet ribbon for the trimming.

MODEL NO. 7.

Sailor of Yedda straw, veiled with printed crepe, trimming of velvet ribbon and flowers.

This is a blocked hat shape, having a head size of twenty-four and three-quarter inches; the brim five and one-half inches wide; the outside measures fifty-eight inches, and is slightly rolled at edge. Base of crown, twenty-nine inches, height three and one-half inches, over fifteen inches.

The crown and upper brim are veiled with fancy printed crepe, the veiling being carried over the edge of the brim about one inch, and finished with old blue velvet ribbon zig-zagged around the brim. The base of the crown is strapped with blue velvet ribbon, a tied bow standing in front. A wreath of flowers is arranged across the front of the brim. It will require one yard and a quarter of fancy crepe for veil-



No. 7.

Ostrich Feather Co.



MANU-
FACTURERS
OF

OSTRICH
PARADISE
OSPREYS
MARABOU

DOMINION OSTRICH FEATHER COMPANY, Limited
96-100 SPADINA AVENUE, TORONTO
Montreal Agents: S. E. PORTER & CO., Birks Building



Pleased Customers
and
Increased Profits

is the satisfactory combination
attending the handling of our

$3.00 *Fiskhats* $5.00

Merchants Trimmed Hats

Retail Merchants everywhere are enjoying the benefits of this combination, as evidenced by the steadily increasing sales in our Merchants Trimmed Hat Department.

Demand

Our $3.00 and $5.00 Trimmed Hats are the Standard of Excellence in Style and Quality, and are Nationally advertised.

Convenience

They require no trimming department or extra space in your Store; they reach you ready to be displayed for sale.

Economy

They entail no additional clerk-hire. Their attractiveness makes them self-selling

Profit

They cost you $36.00 or $60.00 per dozen, and they retail from $5.00 to $10.00 respectively.

Demand—Convenience—Economy—Profit
all centered in our $3 and $5 Trimmed Hats.

A trial order will convince you.

D. B. Fisk & Company

Wholesale Millinery

Established 1853

225 North Wabash Avenue, Chicago, Ill.

"Our Merchants Trimmed at Five and Three
Are backed by Fisk's Strong Guarantee."

Dept. F

ing, two yards and one-half of velvet ribbon one inch wide for finish, and three yards velvet ribbon four and one-quarter inches wide for trimming.



No. 8.

MODEL NO. 8.

Small model in Saxe blue colorings, Bulgarian ribbon banding with stick-up mount in front.

Frame measurements: Head size, twenty-two inches; brim wires, three and one-quarter to four and one-half inches; first round wire twenty-eight inches; outside, thirty-three inches.

This little brim should be blocked in buckram or net, and covered with the braid sewn plain. For the crown, cut a circle of satin fifteen inches in diameter, cover with crepe or chiffon, and baste to a piece of muslin the same size. Run two shirring threads, round the circle and draw up to fit the head size of the brim, then cut out the muslin from the centre of the crown, leaving in about two and one-half inches at the edges to support the tam, sew to the brim, having the shirrings quite evenly distributed. Band the crown with the fancy ribbon finished with a tailored bow at the back. The stick-up is mounted in front under the ribbon.

It will require nine yards of braid for the brim, one-half yard each of satin and crepe for the crown and one and one-eighth yards of ribbon for the trimming.

MODEL NO. 9.

This is a white tagel blocked shape faced with black velvet, trimmed with white coque mount and black velvet ribbon.

Frame measurements: Head size, twenty-five and one-half inches; front two and one-half to three and three-quarter inches; back, three and three-quarters to five inches; left side, one and three-quarters to four and three quarter inches; right side, two and one-quarter to three and three-quarter inches. First wire round, thirty-five and three-quarter inches; outside forty inches and one-half. Base of crown, twenty-eight and one-half inches; height, three and three-quarter inches, over fifteen inches.

This shape should be blocked in buckram if it is being made, covered on top with plainly sewn braid, then faced with black velvet. The trimming consists of black velvet bows, one finishing the mount in front, the other four at intervals round the crown. There is two yards of velvet ribbon, three inches wide used in the bows. It would require about ten yards of straw braid to cover the top of the hat, and three-quarters of a yard of black velvet for the facing.

MODEL NO. 10.

Bonnet toque with Rembrandt crown of Wisteria hemp, faced with black tagel. Collar of tagel round crown, ending in front under an embroidered ornament in beads and Eastern colors. Osprey mount in front.

Frame measurements: Head size, twenty-four inches; front, two and seven-eighths inches; back, three and one-half inches; sides, three inches; outside measures, thirty-nine inches.

This frame will do made in wire and covered with muslin. This hat was made with a large plaque, using the outside for the top of the brim, the centre for the crown. The brim would have to be fitted on to the frame, which leaves a seam at the back, this seam is covered with a single strand of the braid sewn over it. The brim is faced with black tagel braid sewn plain. The crown which measures seventeen inches over, is pleated in to fit the head size of the brim. The collar round the crown is made of the tagel braid and is finished in front over the white



No. 9.

mount and under a fancy ornament. It will require twelve yards of the black tagel braid, and the white plaque.



No. 10.







MODEL NO. 11.

Hat of American beauty tagel faced with black velvet. Underbrim trimming consisting of half a wreath of pale pink gauge roses.

READY-TO-WEAR GARMENTS

Bulgarian Effects are Strong in Misses' Styles

Suits of brocaded silks with short coats and draped skirts the accepted style—High priced models the sellers—Rumours of fuller skirts are laid at rest—Slashing still the rule.

THE INTEREST in new styles comes more from their bearing upon the Fall season than because of any value at the present time with the big majority of manufacturers though some of the houses that specialize on novelties are still producing.

The most interesting development is the very pronounced success achieved by the waistless or straight-line Balkan blouse suit. Suits in this style can only be worn by misses and small women, but it seems as though this model was to be the successor to the Norfolk blouses and suits of the last Summer season. Very smart little suits developed in rough and fine serges, eponge and Bedford cord are popular sellers in New York at the present time and are also being taken up by the leading departmental and specialty stores in Toronto. Blue is the best liked color but the novelty shades are becoming more fashionable and navy is being relegated to the staple line. The bright colored Bulgarian silks and the newer Jouy and Post-Impressionistic patterned silks are used for trimmings or just some brilliant shade of satin such as cerise, emerald or coque de roche. A new idea is the use of close rows of ball buttons in silver or brass. A few white Bedford suits are making their appearance, and Bulgarian models in linen and ratine are also showing.

Designers are taking great interest in these suits as there are possibilities in them for further development. Already this is taking place and the blouse effect is being eliminated, making a straight line coat with a shaped band put on with a heavy piping. This cut is not so distinctive but is much more becoming.

The Summer suit finished with the Chinese or Coolie coat is also attracting some attention, particularly in the better trade and delightfully cool-looking linen suits are showing in 5th Ave. stores, made up in this fashion. These suits are made from 45-in. embroidered linen flouncings.

For the time being, the regulation tailored suit is out of style and the fashionable suit is decidedly fanciful in cut and material. Brocaded materials, particularly charmeuses and satins are very much used and would seem to have the way for suits of brocaded Bedford and satin cloth in the coming Fall. The majority of these suits are three-piece, the waist being of chiffon and shadow lace.

The coats are cut-away in bolero fashion in front, but are long at the back and drapery rules in the cutting of the skirt. This does not mean that there is much fullness, for the pleats are very scant, but the drapery breaks the line. The very newest models show the fullness placed from the waist to the knee but popular acceptance has not yet been accorded and as a rule, drapery is placed low. All rumors as to wider skirts may be set at rest as the skirt is still so narrow that a slash either at the front, side, or back is a convenience. These slashes are discreet and just reveal the ankles and are a boon to the hosiery and the shoe department for footwear must match this year.

Features of Summer Waists

Turnover collars and V cut fronts leaving the neck bare, lead for Summer wear—Lace pleatings the new trimming — Shadow lace waists with touch of high color new.

Waists for Summer selling come chiefly in popular-priced numbers and the delicate sheerness and transparency of the materials is the main outstanding feature. Voiles, crepe voiles, and clear muslin, and sheer batiste are the materials used and very light Malines and Valenciennes lace with here and there a touch of heavier lace form the trimming.

Though waists are all semi-tailored, a hint of fluffiness is given by the presence of the yoke and by the fulling of the fronts into the same. Pleatings of narrow lace used so as to give a vest effect and epaulette collar, and square or rounded collars of

"Pullan Garment"

MADE SINCE 1902

The exclusive selling agency of the Pullan Garment granted where we are not already represented.

"For Fall"
The Garment of Distinction

THE Pullan line for the Fall season has been before the trade for the past month, and has met a hearty reception wherever shown.

It combines character of style, fashioned in all modish fabrics, in a wide range of models in

Ladies' and Misses'
Coats and Suits

If our traveller has not already called on you, by notifying us, we will instruct him to do so.

An inspection of our Fall Line will be time profitably spent.

M. PULLAN & SONS

An Exclusive Cloak, Suit and Skirt House

Pullan Building, Bay and Wellington Streets, TORONTO

Montreal Office, Lindsay Building

allover shadow lace or of the material of the blouse, single and unlined and edged with a pleating of narrow lace, carry out the same idea.

Smarter waists are made of shadow laces lined with fine net. These waists are made surplice fashion and the V-shaped opening is topped with net or chiffon in black or in one of the prevailing bright colors, while the yoke is of transparent net and is finished by a high collar. Some of these waists have a broad ribbon placed on the lining and brought round to the front and tied in a flat bow.



Every new gown has a sash of some description, generally of bright hued or flowered ribbon. This dress of chiffon, sun-pleated, has a rucked girdle of ribbon and a large bow placed at the side. Shown by W. H. Barry, Montreal.

Perfectly plain-tailored waists of crepe, voile or of China silk or tub silk are very much shown. The neck is finished with a rolling collar and tiny reveres. The fastening is accomplished and the revers held in place by small rhinestone buttons. The chiffon waist still holds its place and the styles follow the prevailing semi-tailored idea with vest effects and yokes of white net and touches of color introduced.

All the strictly tailored models have long sleeves, but when the waist is at all trimmed the elbow-length sleeve is used. Sleeve finishes are very simple and the sleeve is cut so that it hangs away from the arm at the cuff.

Feature in Children's Lines

Two-piece Balkan dresses in pique and linen—Serge dresses have the belt of Roman stripe — Balkan ideas provide the predominating influence.

MANUFACTURERS in search of a model to replace the linen and pique Norfolk suits of last Summer seem to have found it in the Balkan blouse model. Two-piece dresses in pique and linen with collar and cuffs in contrasting color promise to have a big run. There are many variations of this model showing some having the wide belt and others just the low narrow peplum or band into which the blouse is fulled. Skirts have the wide panel in front and a side panel tucked to below the knee, allowing a little extra fullness at the feet.

The same model is shown in serge and is particularly good in all shades of blue. There is a collar of lace and crepe with a smart little bow as a finish. This bow is of Roman striped silk and the wide belt matches. There is a sash effect of the same silk, having two short pointed ends just draped over the belt.

For the smaller girl, the Balkan model takes the form of a very long blouse with a deep belt and with the peplum fulled as well and forming the skirt. Smart little linen dresses show the Balkan blouse in color and the skirt in white.

All children's models are straight-cut and the skirt kilted all round is only used for small children.

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WRITE TO-DAY

SAM. BERNARD

81 JARVIS ST. TORONTO

After Easter Styles are of Extra Importance

Buyers seek confirmation of New York's acceptance of vivid colors and new and original styles—Novelty blues and capucine yellows in first place—Bright greens, mauves and purples good—Flames, cerise shades and brick reds also accepted.

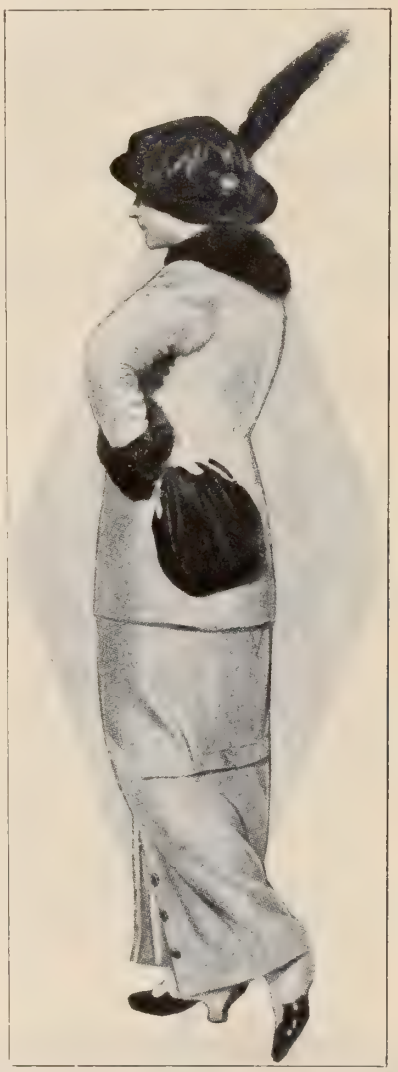
New York, April 15. NEW YORK has been the centre of interest during the past month, and has been crowded with buyers, manufacturers and designers all eager to see how far the American woman would go in her acceptance of the vivid colors and original styles that are the present novelty. Apparently the time was ripe for a reaction from the dark and somber tones that have been so long fashionable, and the neutral greys, dark browns, deep navys, and blacks and whites that have held first place so long, have at last given place to the very brightest of colors.

Fifth Avenue on a sunny day reminds one of a color splashed Futurist canvas or of a flaunting bed of spring tulips and hyacinths. Nor is the display of color confined to the crowd on the sidewalk, but it is reflected in the windows of the stores.

Brilliant blues are present in many shades and vivid capucine yellows from terra-cotta to clear amber is the color next to blue in importance. Vivid greens vie with rich purples, and all the flames, cerise shades and rich rose colors are used, and in deeper reds come the Veniticin, brick, and marogany shades. Of course, toning colors are not absent but, when, brown, navy or taupe are worn, they only form the background to set off brilliant multicolored trimmings. The combining of colors and materials is also a strong and developing feature.

No description of colors or styles would be complete without making mention of Bulgarian colors and patterns. Bulgarian effects have gained an immense popularity and their success so far has made the interest of the present Spring season. Just at present Bulgarian effects are suffering from over-popularity and the wise ones are holding their hand and are waiting for more definite indications as to the future. It is certain, however, that touches of Bulgarian patterns in the characteristic colors will be used to the end of the season. And even should there be no further revival. Bulgarian effects will have served the purpose of introducing a new scheme of colors.

Looking to the future there have been hints dropped that would seem to indicate that Japanese and Chinese sources would furnish the inspiration from which designers will work in the near future. A collection of late models imported by a leading 5th Avenue specialty house emphasized this idea. The color schemes were equisite and, while rich and glowing, were decidedly more subdued. A Callot gown in the new moire taffeta was in the lovely color known as Callot blue. The skirt had a crossover over-skirt and a looped panel at the back, and the hem was embroidered in shades of rose. In the bodice a distinctive note of color is given by the girdle of orchid mauve satin draped high on the bodice and appearing as a waistcoat when the jacket is worn. The waist is of the finish shadow lace and has sleeves to the elbow of the same.



Paris model. The coat is bloused and belted, and the skirt shows the extremely plain back that is one of the latest features.

Another model is in striped taffeta in gold, tan and Callot blue and has the skirt draped on either side and with black silk tassels decorating the points of the revers that fall from the foot of the drapery.

Another model is made of jade green eponge silk, and a Premet model shows a gown of ashes of roses crepe, with deep girdle sash and jacket embroidered in dahlia shades. These gowns are the very latest Paris creations and point the way towards what promises to be the future color development.

In a season, when so many changes are seen, what the corsetieres are doing is always interesting for at all times and in all periods the corset shapes the figure line and thus is the foundation of the mode. Madame Paquin has, it is said, declared that the straight line has to go and that hips will again be marked to some extent. This view has so far made no impression upon American manufacturers and of its truth there is some sceptical comment. As a

matter of fact there is more or less talk each season of a return to the figure with more defined waist and hip lines. But the practical result is the same. On the other hand, Paul Poiret and Callot Soeurs advocate the abolition of the corset, but it must be remembered that all their models are shown on young women who have a 32 and 34 inch bust, and who have very youthful figures. Women of this build can well go without corsets, but women of greater development and avoirdupois find the wearing of the corset a necessity. Therefore the corset is in no immediate danger of dropping out.

A leading manufacturer, when consulted as to the prevailing line in corsets, said that all present efforts were directed towards making the corset more in harmony with the natural figure conformation. The true curves of the body were being followed and the corset was intended as a support without establishing either a hipless, bustless, waistless or any other kind of a figure. Every evidence points to the continuance of the very long corset cut very low in the bust, and narrow in the back. This model when laced, will draw the shoulders back and allow freedom in the bust which it will not raise. Perhaps the waist line in later models will be a thought more defined but no attempt at lacing in will be made.

All the better grade models have elastic insets around the lower part. Tricot cloths are in high favor and the fewer the bones used the better is the model liked. For stout figures the models selling



Three smart new coats. Moire is the new material and is being taken up by New York, and brocaded ratine, particularly in velour finish, is another novelty. The utility coat is made of diagonal serge. Middle figure: Black moire coat. Third figure: Coat of Callot blue brocaded wool ratine velour.

are cut very low—many of them just two or three inches above the waist line.

The early date at which Easter came this year has made the later season more important and the fate of many styles that were in doubt has been settled. The acceptance of certain models in the low waisted style is assured and also the fact that these models will form the basis for further developments. These Balkan, Paul Poiret or low waisted models, as they are variously called, have registered and promise to be prominent not only in serges and ratines, but in linens and in eponges and other cotton fabrics. Even at this date it is a little early to say how coats of bright green or red will take, worn with skirts of black and white check or white linen. Houses have stocked many models and many styles but the cut-away effects are in high favor. Coats of check worn with draped satin skirts are also featured.

New Art Development

Textile manufacturers and makers of laces and trimmings are bringing out Cubist and Futurist designs—A meaning discerned behind the bizarre effects produced by artists of modernist school.

The almost instant acceptance of the very high colors, not only singly, but in combination, and the way in which the somewhat eccentric Spring styles have become popular would seem to intimate that there is somewhere a link between the new modernist school of painting and the public mind. And that sub-consciously the new school may be in truer touch with the ideas of the majority than its many critics suppose.



Three smart summer models, illustrating the popular trend.

It is certain that the recent exhibition of the work of the extremists of the schools of Europe held in New York attracted wide attention, and that indirectly this exhibition has led to the rapid manner in which bright colors have become the rage. It is certain also that the flaunting, screaming symbolic creations in color and line produced by the Futurists, Cubists and Post Impressionists has produced a marked impression in Paris, and that the artists in dress who are at the head of the great model houses, and who as yet lead the styles, are lending themselves to the furthering of this new art influence.

To the majority who know art only by what she has produced in the beaten track, these modern pictures are monstrous barbarities both in color and line. The drawing is wilfully crude or else entirely meaningless and the color effect is that of seemingly harsh daups of yellow, blue, purple, magenta and green. Landscapes are depicted by gaudy swirls of paint, and figure pictures are childish scrawls or wilfully hideous deformities.

Nevertheless, that there is a purpose and a thought behind is readily felt, and there are sufficient signs that modernist ideas are to have a future influence in the world of dress. Already manufacturers have begun to make use of Cubists and Futurist motifs and color effects. This applies particularly to silks and ribbons, and now the makers of trimmings, laces and embroideries are following suit. Just what lines will be followed, it is impossible to predict but it is certain that Modernist ideas will influence the dress of the near future.

Novelties in Summer Coats

Styles and materials varied—Useful, dressy and "sports coats" all featured—Cut is mostly on straight lines.

APPARENTLY the separate coat in many forms is to be a strong feature of Summer fashions and buyers, who are after novelty, are given ample choice. For travelling, motoring and street wear, there are most attractive models shown in black and white checks, worsteds, striped Bedford cords, eponges and novelty mixtures. These coats are cut on straight lines and are cut-away in front. Frog fastenings in front made of a roll of the material are new and facings of moire present another new touch.

The draped coat developed in brocaded wool ratine in novelty colors and lined throughout with printed Bulgarian messaline represents the height of style. Silk coats similarly lined and draped in a variety of ways are shown in moire, faille, brocaded Charmeuse satin, and in faille. For Summer wear, there are clever coats of mistral cloth made over silk of contrasting color and having bias fold collar and cuffs of moire. The set-in sleeve rules in cloth coats, but dressy models have the sleeve cut in one with the body of the coat and there are hints of dolman fashions in some of the later models. Sports coats, both in blazer, Norfolk and Mackinaw styles are showing in big variety and in very bright colors.

New York Designers Adopt Standard Coat Lengths--38 Inches Decided Upon

THE UNITED Cloak and Suit Designers of America at their 5th semi-annual convention adopted lengths for the suit coat and for the separate coat. A committee of 35 designers for representative American Cloak and suit firms was chosen and after some 2 hours deliberation the report was in favor of 38 inches as the standard length for the suit coat. For separate coats 50 inches was adopted for the standard full length and 46 for the more stylish effects.

The recommendations of the committee were ratified by the members without discussion. These resolutions are intended as a guide to American designers in preparing their Fall line.

This association now has 400 members and the majority were present at the meeting. The convention was most interesting as proceedings were very informal. The result was that discussion was open and that many phases of designers' work were instructively discussed.

REPORT OF COMMITTEE.

"We, the United Cloak and Suit Designers of America, in convention assembled, agreeing that the coming season's tendency will be toward cutaway garments of the coming season can no fore be considered as a straight-bottom jacket:

"Hereby adopt 38 inches as the standard length for suit jackets for the coming fall season, 1913.

"Whereas, the tendency of the coming season in full length coats will be toward those shorter effects which keep the bottom of the garment from sweeping the ground, we therefore:

"Adopt 50 inches for the standard full length coat, and 46 inches for more stylish effects.

HOUSEFURNISHINGS

Modern Store Devoted to Housefurnishings

Description given of new establishment of Elliott and Son, Limited, Toronto—Unique front gives distinctive appearance—A special feature is made of contract department—Specification sheets used.

THE PROPER furnishing of a house has become a matter of great importance. Time was when the selection of furnishings was purely and simply a matter of personal taste. The housewife chose what appealed to her. She did not consider such matters as periods, or the selection of each individual piece of furniture and drape to make up a complete and harmonious setting.

All this is changed now, however. The selection of home furnishings has become a most critical matter, into which many considerations must enter. Furnishings of different periods or styles must not be mixed, if it is desired to furnish the home in the most approved style. Consequently, the importance of house furnishings from the trade standpoint has grown. In the house furnishing departments a larger stock is being carried and a higher grade of salesmanship is required, inasmuch as the salesman must, to a large extent, guide the purchaser in making proper selections.

Perhaps no better proof of the widened scope of the house furnishing trade could be found than that afforded by a visit to any of the large stores devoted to this business. A representative of The Review paid a visit recently to the new store of Elliott & Son, Limited, on Yonge Street, Toronto. This store is one of particular interest because it has just been completed and because it embodies many of the very latest ideas.

The store of Elliott & Son is distinctive. It "stands out" from the other stores on the street most unmistakably. It seems, in fact, to have a personality all its own and to suggest at once the quality of the stock carried. This is due largely to the somewhat unique character of the store front. The general appearance partakes of the colonial style, if such a term might be applied to a store front. It is all of metal and brick, the framework of the entrance and windows being entirely of metal. As a result of the open front idea which has been carried out on all storeys, the opportunities for window display are par excellence. Displays can be made on three floors. Another advantage of this arrangement is that on the second and third floors, the windows project three-sided, thus giving an opportunity to show drapes exactly as they would appear when placed in a bay window in the house.

If a criticism were to be voiced with reference to the store front, it would be that the entrance was given rather too much width. A narrower entrance would have made it possible to have wider windows and thus would have much improved the display facilities.

The ground floor of the store is 127 feet deep and 44 feet wide. It is lighted chiefly through a wide skylight in the centre, which also serves to light the storeys above. This open space is so large that it gives a gallery effect to the storeys above.

The store is finished off in hardwood. The pillars are square and of impassive appearance, being furnished in hardwood. Lights of unique design are supported by the pillars.

The first floor is devoted to period furniture lines, such as chairs, tables and couches in the front part and rugs and carpets at the rear. The rug section is most advantageously placed beneath the skylight where the stock can be displayed well. In the accompanying illustration, is shown the ground floor looking from the rug department toward the front of the store.

The second floor is devoted to drapes and curtains, the rear being used for offices. Owing to the short time which has elapsed since the new building was occupied, the arrangement of the drape and curtain department has not been perfected and to attempt to give any description would be premature.

The third floor will be devoted to model rooms, showing proper treatment and arrangement of furnishings; and to the contracting department. This floor is not finished yet in detail.

THE CONTRACT DEPARTMENT.

A strong feature is being made of the contracting department. Owing to the tendency noted at the beginning of this article, toward a more comprehensive development of the idea of making the furnish-

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The Dominion Oil Cloth Co., Limited
MONTREAL

ings in a home follow out one style or period, there has been a growing need felt for furnishing experts. It is now quite the common thing for people with sufficient means to hand over the matter of furnishing their home to a contractor. The latter gives a price and outlines what treatment he will give. He then proceeds to carry out the plan approved, supplying the material and furnishings and looking after the installation.

Elliott & Son are making a big feature of this contract business. A separate department is maintained. In figuring on contracts, specification sheets are used which have been found a great help. These sheets contain the name of every article required in housefurnishing and in figuring up the cost of any installation, the contract manager runs over the complete list, noting the amount after each item which he knows will be required. In this way it is impossible to forget items in figuring. Contrasted with the method, pursued in so many cases, of taking a blank piece of paper and noting down each item as it comes to mind, the advantages of the specification sheet will be very apparent.

Another advantage is that the sheets made up for each contract can be stored away for reference in figuring on future contracts.

CARRY HIGH-CLASS STOCK.

One of the main planks in the sales platform of Elliott & Son is the carrying of high-class stock. Quality is the keynote of the campaign. A trip through the store reveals how thoroughly the idea of quality has been carried out in the selection of stock. It is also apparent in the general surroundings and arrangements. The atmosphere of the store is redolent of quality. That the idea is wise none will gainsay, for the public have arrived at the stage where quality in home-furnishings is sought first, cheapness being a second consideration.

In the matter of window trimming, the same idea is carried out. The settings for each display are of a costly nature and only the most attractive goods are shown.

Push collections now.

A fair price, marked in plan figures, is indeed the apotheosis of silent salesmanship.



A view of the first floor of the store of Elliott & Son, Toronto, showing part of the rug department.

We're Moving For You

Moving because with our limited space we were unable to accommodate the ever-increasing volume of business—unable to give the service that has always been our chief aim in serving the Canadian trade.

With our new home at Suite 406 Empire Bldg., twice as large as our present offices at Suite 726 Empire Bldg., and the added facilities which we anticipate, we will be in a position to give better service than ever before. Call and look over our latest arrivals of European Museum Reproductions in Wilton Rugs and Mats.

We are Canadian agents for: Hermann Patz, (Axminsters) Oelanitz, Saxony, and Sachsische Kunstweberei, Claviez, (Wilton), Adorf, Saxony. Our prices are right. Write for interesting information regarding our Museum Reproductions.

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With Oriental rugs becoming so popular among your better trade, you should cement their patronage by showing them genuine Eastern rugs. My stock consists of real Turkish, Persian and Indian rugs and large carpets. Splendid Eastern connections enable me to offer you values that are unequalled.

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Wholesale

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Constantinople, Smyrna, Tiflis, London



A view of the exterior of the new housefurnishing store of Elliott & Son, Ltd., Toronto.

April Campaign in Furnishings

Merchants have the knowledge that the reputation of an aggressive house-furnishings department helps to keep sales at home. The same reason is also authority enough for merchants to foresee that people know values in this section, as well as elsewhere. The merchant who recognizes that his department is not a supply and that the changes of wear and tear in the home is becoming as important as modern and sanitary conditions warrant, is going out for business.

An aggressive home-furnishing campaign does not anticipate sales. People do not buy more than new homes, refurnishing or renovating demand. Merchants fill the orders. Results do not justify the loss of this business because otherwise some other firm is going to fill the orders. An advertising campaign in April may create sales. Filling orders satisfactorily depends on the standard of the stock and the buyers' knowledge of demand. Sales leaders which are unusual get this business. New business will take care of itself.

Carpets and Rugs

Prices have gone up in many lines —Oriental patterns and colorings are very prominent—Semi-conventional designs are strong.

As predicted months ago in The Review, a higher price level for rugs and carpets has been reached. The advance has not been general by any means, but in many lines higher prices are now prevailing. The increase varies, but it has probably averaged around

10 per cent. In many imported lines as well as those of home manufacture, the price has remained the same.

The reason for the advance has already been explained. Advancing cost of raw material has been cutting down the manufacturers' margin to such an extreme that in many lines an increase in the price became quite obligatory, no other course being open to avoid a loss. Added to the high cost of raw material, there has been a scarcity which has done much to bring about the setting of a high price standard.

NO CHANGES IN STYLES.

The general trend in rugs has already been outlined at considerable length in The Review. Oriental fashions predominate both with regard to pattern and colorings. Patterns are smaller and based largely on semi-conventional design. In fact, the larger patterns are used only for very large rugs. Flowered designs are not seen to any great extent.

The Oriental influence is going still deeper, as the introduction of Chinese and Japanese designs attests.

In the matter of coloring, there is no shade which can absolutely be proclaimed as the leading favorite. Greens are still very strong, but other colors such as greys and browns are more in favor and this naturally has "cut in" on the vogue for greens. Tans are a popular shade and there is a strong demand for some shades of red as might be expected with the Oriental inspiration so marked.

Handling Piece Goods

Despite the popular demand for squares and rugs, there has been an unusually good demand for piece goods this Spring. Manufacturers state that they have been well satisfied with the amount of business placed.

It is apparent that piece goods must still play a prominent part in the housefurnishings' department. Of late years, merchants in some cases have shown a tendency to work for the rug trade, letting piece goods slip completely into the background. Some have even gone to the length of ceasing to handle piece goods. To take this step would be to cut off trade which can be made highly profitable, as the demand is still big in all sections, particularly in the smaller cities and towns.

Quality with price is a good newspaper slogan. All announcements, outside of the semi-annual clearances, are dignified. A few up-to-date cuts and a fair allotment of space at the important seasons are all that are necessary in advertising.

It Is Time To Stock Pillows



House cleaning time is at hand, and young brides will soon be thinking of their house furnishing.

A guarantee printed on the label of every pillow as to freshness and cleanliness, reassures your customer and *protects you.*

We stand behind the guarantee, and have for twenty years.

New machinery and increased facilities enable us to offer better quality, and insure *prompt shipments.*

Think It Over

We have them at all prices. Send for price-list and sample pair.

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DRESS ACCESSORIES

Feminine Fashions Bring Lace to the Front

Lace novelties are delicate and light — Combination laces are the new feature — Beautiful Paraguay effects are shown — Shadows hold position undisturbed.

ALTHOUGH THERE are so many trimming effects on the market, the styles are so varied that there is ample room for the free use of lace. Moreover, the trend altogether is toward feminine fashions and light and fluffy effects and in no way can these fashions be better achieved than by the free use of lace. Even when the materials used are not such as lend themselves to lace trimmings, lace appears in the form of pleatings at neck and sleeves and the lace and net neck finish is always a big feature.

Fashion is strongly in favor of light laces, and shadows are so strongly entrenched that there is no sign of any immediate eclipse for this class of lace. Embroidered effects on light nets and Orientals are also in high favor. Practically all light laces are good and very exact imitations of real laces such as Alencon, Malines, Chantilly and other net laces are shown. Chantilly, it should be noted, is the exception to the rule as the new Chantillys come in lovely shadow patterns that are quite modern in design.

The high novelty is the fad for combination laces Wide bands of the most mixed descriptions are used, made up of paraguay, filet, Bruges and other lace motifs surrounded by craquele nets with floral patterns worked out in fine batiste and edged with fine cord. The cord also forming Bohemian and spiral designs. This kind of lace at present is very high-priced, but it is the novelty rather than the real value that is being paid for.

Paraguay creations are becoming more and more web-like and in them the filmy laces now so fashionable, are being carried to the highest possible point. The late samples are very beautiful and designers are making the most of the new drawn work ideas.

Craquele meshes are equally popular, particularly when used to give relief to other laces. Craquele grounds in both light and heavy meshes form the back-ground to the newer embroidered laces.

There is a feeling for filet, but this finds expression in the use of filet motifs in combination with other laces rather than in the use of filet alone.

Cluny heads the list of summer laces for trimming simple linen gowns, and besides this, Cluny has so many staple uses that good season is safely assured for this lace.

No mention of lace novelties would be complete without reference to the colored effects. Heavy crochet laces are printed in high colors in Bulgarian effect, and light laces are also embroidered in Post Impressionistic designs of wreaths and flowers in vari-colored tones. Embroidered laces in corn-colored and in gold thread patterns are very handsome. These, however, are novelties designed for the expensive trade and their bearing and influence on popular selling lines is somewhat difficult to forecast.



Voile flouncing showing the new shadowy effect gained by the use of darning stitches. The design and coloring is Bulgarian. Shown by Sterling Lace & Novelty Co.

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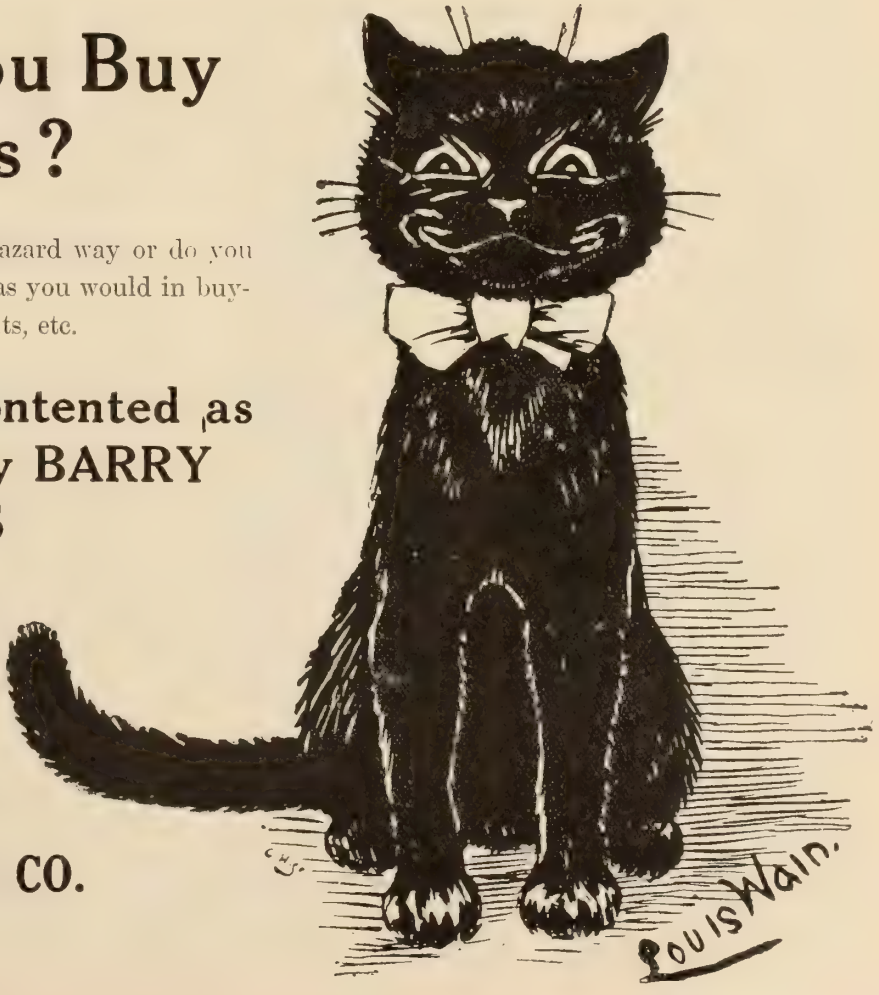
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Do you go at it in a slap-dash, haphazard way or do you carefully study the trend of fashions as you would in buying dress goods, ready-to-wear garments, etc.

You will look as contented as this Cat if you buy BARRY RIBBONS



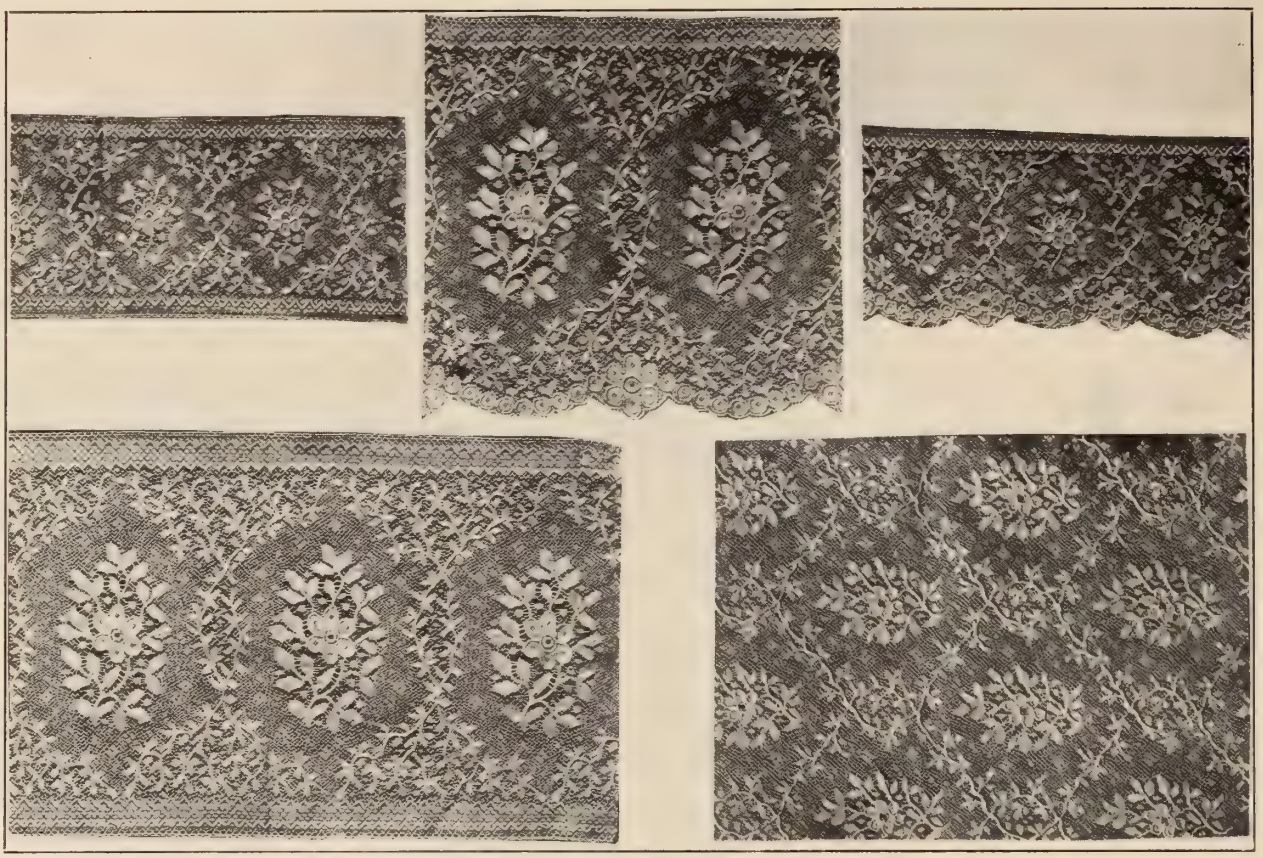
Because we study Ribbons from one year's end to another, and we cannot afford to make mistakes.

To buy the Right Ribbons so that we can sell them at Right Prices is our sole aim.

WALTER H. BARRY & CO.

MONTREAL

"The Ribbon Specialists"



Set of silk rim shadow lace. Shown by Canada Veiling Co.

Late Season Embroideries

For mid-season all white embroideries are coming to the front—Market is still full of Bulgarian embroideries — Japanese patterns the latest.

The market is full of Bulgarian embroideries at the present moment and, while they are selling, their chief use has been to revive interest in novelty lines, such as heavy patterns on voiles, crepe voiles and voile neige. Late patterns show these heavy embroideries combined with flat Venise and with insets of embroidered net. These embroideries are developed in white which, after all, has always a bigger sale than colored effects.

The 45-in. flounce is the big seller, the next selling width being the 18-in. flounce. Bands are very good, 3 in., 6 in. and 12 in. widths being the ones most called for. There is a tendency also to the combination effects and various laces and embroideries are combined. In the very high-class trade the very sheerest batiste is used and the designs are heavy and conventional while the lace is filmy flat Venise. Japanese patterns in embroidery, combined with craquele nets embroidered and embellished with the new cord effects, are the latest.

The Ribbon Outlook Good

Ribbons wanted for sashes as well as for millinery purposes—Velvet ribbons good for summer selling—Ribbons in Bulgarian colors are being used for trimming hats.

Not only does the very general use of ribbons on the new Summer hats gladden the hearts of the ribbon manufacturers, but, to make the vogue of ribbons more widespread, fashion is decreeing the extensive use of the sash. Sashes come in the most varied of styles and can be tied either in the front, at the centre back, or at the side. The ends may be of even length finished with tassels or pleatings of silk. Picot edged ribbons are used and the many colored ribbons now so fashionable. Sashes with a flat bow at the back and with a single width of ribbon that hangs in straight folds and is caught under once, is entirely new. Very extreme is the same sash placed directly in front, completing the funny back to front idea that some of the model houses are favoring.

Ribbons are often selected to give the necessary bright touch to a dark colored gown, and very often the tiny vest and part of the collar is made from a wide fancy ribbon.

SPRING NEEDS

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Shadow Flouncings, Printed Chiffon Allovers, Pleated Laces, Chiffon Flouncings, Bandings, Rhinestone and Jet Trimmings and Buckles; also HOOKALOOP—Dress Fastener.

The THOMPSON LACE & VEILING Company Limited
59 WELLINGTON ST. WEST, TORONTO, ONT.

ADS AND SALES

By HERBERT N. CASSON

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Something in it for Every Advertiser, Advertising Manager, Corporation, Salesman, Sales Manager, American Business Man.

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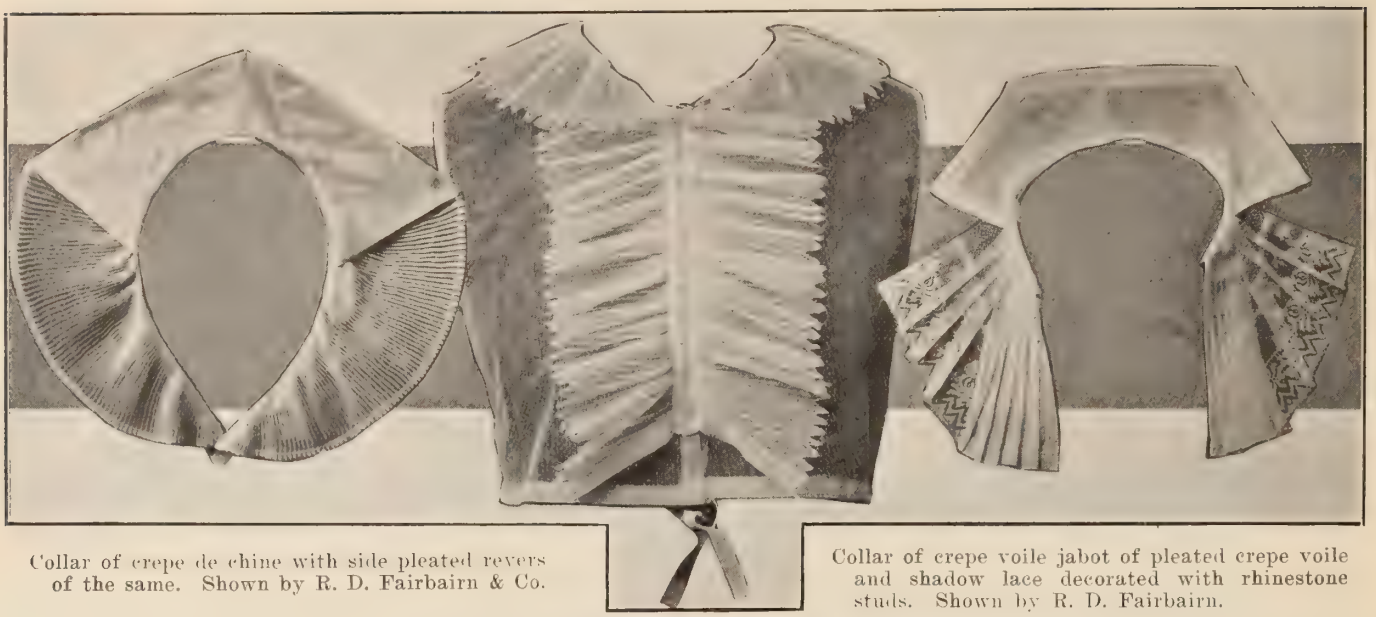
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With the increasing demand for this work in ladies' and juvenile wear, you will have constant orders by showing our display card.
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TORONTO DRESS PLAITING CO.
600 Yonge Street, Toronto, Ont.



Collar of crepe de chine with side pleated revers of the same. Shown by R. D. Fairbairn & Co.

Collar of crepe voile jabot of pleated crepe voile and shadow lace decorated with rhinestone studs. Shown by R. D. Fairbairn.

Guimpe of net with collar of pleated net and double frill of the same. Shown by Flett, Lowndes & Co.

For trimming hats, heavy ribbons printed or embroidered in Bulgarian colors are selling at the present moment. Wide ribbons in faille, or taffeta, that have enough body in them to shape into a loop that will stand, are favored. For the Summer, velvet ribbons in Callot blue, ashes of roses, jade green, and kindred colors are shown. Ribbons showing grounds of these colors in liberty and soft taffeta have Post impressionistic garlands of chubby roses printed on them.

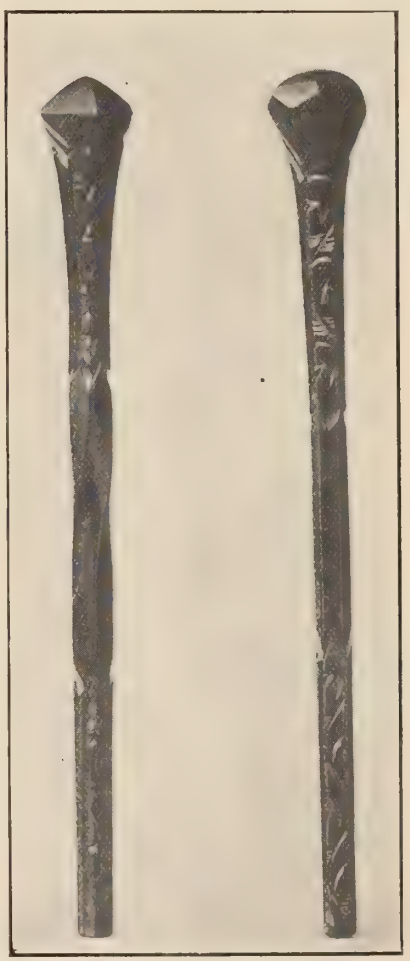
Odd Shapes in Parasols

Bulgarian silk covers the new idea of the moment — Pagoda-like shapes show the Eastern inspiration behind the novelties — Filmy trimmings are shown.

Parasol manufacturers have evidently seen their opportunity in the revival of the small hat in combination with a season when dainty and feminine fashions have once again triumphed over tailored fashions. Odd shapes are the order of the day and the pagoda-like outline of many of them explain that the source of inspiration comes from the East. Just at present the parasol entirely covered with, or having a border of Bulgarian patterned gay colored printed satin, is the style most noted. Buyers have all stocked sufficient numbers of this class to make a show.

Gay colorings and odd shapes are taken more seriously, and purple, bright novelty blues, empire greens and bright reds are all selling. Stripes are much in evidence in coverings, framed either in a border of high color, or in one in floral pattern.

Many of the new high pagoda shapes have the silk shirred in at the centre of each panel so that, when open, the fullness spreads between the ribs and gives the height that is the new feature.



Parasol or Umbrella handles of carved ebonine. Shown by Bailey, Dixon & Co.

Other Eastern shapes turn up in a way that reminds one of Chinese temples. One of these models is called "Le Chapeau" and turns up completely all round. This is a many ribbed shape and the ends of the ribbs form a decorative feature around the upturned brim. Another model called "La coquette" has fewer ribs and only the ribs turn over. This parasol has a contrasting lining which shows in touches of color at each rib.

Many of the more practical shapes have a pleated border stitched down on both sides. Though taffeta and liberty covers are used on the practical parasol, the more filmy fabrics, such as chiffon, marquisette and lace, are used. Many of these parasols are very beautiful but they are only suitable to complete a very dressy gown. Therefore, it is only the buyer who caters for the more expensive trade that can stock these parasols.

A very practical model is small and is hinged so that it can be tipped to any angle. This parasol is used for driving and another model, for garden party wear, tilts to one side so that it can be used to keep the sun's rays from the eyes or to form a background for the hatless head.

Ladies' Neckwear a Big Item

Big white season promising—New neckwear, light, fluffy and filmy—Crepe de chine, crepe voile and shadow and Paraguay laces used.

New York stores at present are all featuring Bulgarian neckwear, but buyers are proceeding cautiously with their brilliant effects as there is considerable doubt as to its suitablity for Summer wear, and as to what its position will be during the heated months. Bulgarian neckwear is selling at present and is shown in all stores from 14th Street up to 5th Ave., inclusive, and perhaps this fact explains why the better trade is fighting shy of the use of the word Bulgarian. Its rise is too recent for the stuff itself to be dropped and though the patterns and colors are still an important item there is a decreasing tendency to quietly drop the name.

The opinion is expressed that the coming Summer promises to develop into a big white season and that Summer neckwear will be of the filmy blow-away order. Many collars will be unlined and crepe de chine and crepe voile and sheer batiste will be the materials used for making up into flat collars in the prevailing shapes. These light materials will be combined with shadow laces and Paraguay laces and very sheer plain and craquele nets. Collars of these nets with edges of pleated shadow laces will be good. All neckwear is cut V-shaped in front and so as to leave a greater part of the neck bare.

The majority of these collars are finished either with a flat or a fluffy jabot of crepe and lace or lace and net and rhinestone studs are freely used as a trimming. Sidepleated revers are seen on some of the crepe de chine collars of the same material. Should taste dictate a high note of color relief, it is found in the little bows of narrow ribbon velvet thrust through a bow holder or finished with a tiny cluster of ribbon or silk hand-made flowers.

Guimpes and chemisettes are selling in increasing quantities, and many of them are variously trimmed and finished. Very new, is the side-pleated frill of net or shadow lace forming a collar, and double frill down the front. Other styles show the pointed collar on the shoulder made of net and shadow lace. Some guimpes are finished with a high transparent collar, and some have a surplice effect given by shadow lace crossing in front.

Ribbon Novelties High Color

Many rich brocades and satin on faille and taffeta and velvet on satin — Bulgarian effects in color and pattern much sought after—Many ribbons have fancy edges.

Nowhere has the new vogue for bright colors developed so quickly as in ribbons. Nor is this to be wondered at for the woman of conservative taste who feels that she cannot dare the materials of rainbow colors finds a safe compromise in touches achieved by the use of colored ribbons.

Due to the high favor accorded to brocades very handsome brocaded ribbons are shown. Plain taffeta or faille grounds are brocaded with heavy satin patterns, and satin grounds carry velvet brocades in self and in printed floral patterns. The same kind of rose that figures in printed patterns on silks comes in all possible and impossible colors. Many of the ribbons are really galoons in effect though not so heavy in weave, and these either in Balkan patterns and colors or are two-color tapestry patterns. Very new are the striking patterns made up of irregular masses of color, outlined with black and looking like a section from a kaleidoscope than anything else. These are the Futurist and Cubiste effect that have been described before in the Review.

All kinds of fancy edges headed by picot are good and moires, velvets and cords are all seen with the center in rich solid color and the edge stripes. High colors in velvet such as purple, Turkish green, National cerise, coque de Roche, and brass are edged with a white or a black cord. Very extreme ribbons show one side in one rich shade and the satin reverse in high contrast.

DRESS GOODS AND FABRICS

Very Big Fall Silk Season Now Indicated

Large orders placed already on fabrics suitable for rounding out the Spring season or for beginning the Fall selling —The future of brocades assured both in crepe and satin weaves—Post Impressionistic patterns are expected to be good.

BUYING FOR Fall is developing satisfactorily and the situation is such that prices are firming and advances are looked for. The variety of weaves and patterns and designs that have marked the Spring season will continue, and in all probability the range of fabrics for Fall will be as great and as diversified as at the present time. Orders being placed at present are for merchandise that will sell at any period and which can equally well be used to round off the Spring season or begin the Fall selling.

The silk business done this spring has been very large, but a better season still is anticipated. The vogue of silk fabrics has not yet reached high water mark. Reports from the States indicate that the selling of silken fabrics is the largest that has taken place in many seasons, and that the prospects for a continuance of this condition are exceptionally bright.

In broad silks, brocaded effects in satin, crepe and matelasse weaves are most in evidence and their vogue points the way for the new season. Crepe weaves, and cord weaves, such as bengalines, poplins and cote de chevals, are all showing. Fancies in Bulgarian effects are showing but there is some speculation as to the position of these silks with the high-class trade. That printed fancies in high colors will be in continued vogue is a foregone conclusion, but the precise novelty is not yet disclosed. There is some idea that Futurist and Post Impressionistic patterns will be good, and also that Jouy and flowered cretonne patterns will become a feature.

The season is well advanced in pile fabrics and mills are practically booked up for the Fall season. Velvets are the big sellers and another velvet season is assured. Buyers have placed big orders both for plain and brocaded velvets, but plain velvets are expected to sell best. Plushes also are prominent both in plain and in fancy ideas.

Novelties brought out at the Paris openings included taffetas and moires. The taffetas were on the flowered order and Scotch plaid taffetas attracted attention. Moires are also indicated and at present the outlook is more promising for moires than for taffetas, as they have already been taken up by the garment trade, both as a trimming silk and for dressy cloaks and street dresses.

High Priced Cotton Fabrics

Summer demand centres on crepes and voiles—Bulgarian and floral printed fabrics the high novelty.

Buyers who are endeavoring to push the sale of better grade cotton fabrics must feel encouraged this season as the demand not only in city, but in the smaller centres is coming in largely for better goods. Fifty cent lines are popular sellers and cotton materials to retail at 75c and $1.00 have been well taken.

Business so far has been done largely in heavier materials with ratines very much in evidence, but from now on indications are that sheer weaves are to have their innings. Crepes and voiles in a variety of weaves, some decorated with stripes of ratine yarn, are new. All the leading stores are featuring printed crepes and voiles in Bulgarian and floral patterns on the Jouy order. These lines it should be noted are much more subdued in color than the Bulgarian patterns which are embroidered on voile or crepe. Snow-flake voiles are very desirable and come in ecru as well as white. There is a decided scarcity of all desirable lines of cotton fabrics and the question of delivery particularly as it applies to crepe fabrics is a very trying one at the present moment.

There is every indication that cotton voiles and crepes will do well during the Winter season of 1913-14. Novelty lines are already showing and in-

clude coin spots in Post-Impressionistic colors and Oriental and Jouy patterns. Jacquard effects and embroidered figures on crepe and voile grounds. Small embroidered flowers, dots and stripes are showing in big variety on sheer crepe grounds. Fancy cotton ratines with heavy raised figures in terry cloth effect or cut so as to have the velour effect are showing in the new blues and in mustard yellows.

Wool Brocades the Novelty

Brocaded Bedfords, and brocaded eponges favored—Big staple business done in serges—More demand for novelty colors.

The application of brocades to woolen fabrics forms the novelty development for the coming season. Many of these brocaded fabrics are evidently designed to enter into competition with silk materials and show brocaded patterns on satin cloth or cord grounds. Brocaded Bedfords have first place and are showing with both fine and medium cord grounds. Though serges do not promise to be as universally worn as last year, a big staple business has been done with the cutters-up who manufacture staple lines of dresses and dresses for children's wear. There is more demand for novelty colors and cadet and fancy blues and tan shades are strong. Poplins are being put out as a rival to serge, but the fact that this material is apt to slip at the seams is against any really big development in this material. The advancing prices are bringing panamas to the fore again. This weave is of very simple construction and therefore panamas can be cheaply produced. Moreover, panamas wear exceedingly well.

Though eponges have had such a run in cotton materials, there has been no corresponding development in woollen fabrics. Buyers passed over eponges when orders were placed for the present Spring, but there is little doubt but that this material would have sold had it been possible to secure the material in desirable qualities.

Velour de laine, cut velour cords, close sheered zibelines and novelties in stripes and brocades in ratine weaves are included in lines upon which orders for Fall are being placed.

Art Needle Work

Buttons are having a wonderful run, and in some decorative lines it is almost impossible to keep up the supply. The demand is widely distributed, and many kinds, sizes and shapes are called for. There is a run on Rhinestone studs and small buttons mounted or rimmed with jet or colored crystal. Crystal buttons continue to sell in big variety, and ball and semi-ball shapes are good, not only in crystals, but in all makes of buttons. Another marked tendency is towards the use of medium sized buttons.

To facilitate the working of this embroidery a special sort of canvas is sold which is basted over the part of the material to be embroidered, and the stitches are taken through this material and into the fabric underneath. When the pattern is completed the canvas is ravelled and the threads pulled away. This canvas can be had in fine or coarse mesh, according to the work to be executed.

Pearls are fashionable, but the high price of pearl shell stands in the way of any extensive distribution. Therefore, pearl is used for the centers of handsome buttons or for inlaying. French pearl is a substitute that is finding favor, and many novelties in shape are shown in this material.

Bulgarian novelties are shown in crochet and in enameled metal novelties. These buttons are new and should the Bulgarian idea develop, as it promises to do, buttons of this kind will sell freely.

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
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Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

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They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

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GLASGOW, SCOTLAND

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CAMPBELL SMIBERT & CO.,
Montreal and Toronto

ART OF DISPLAY

The Essential Points of Window Display Work

Written for The Review by H. C. Macdonald, display manager with Murray-Kay, Toronto

A trimmer must first have a knowledge of the goods complete enough to make his use of them right and striking—The importance of backgrounds—The relative importance of special features—Proper arrangement of goods—Neatness a very essential point.

THE IMPORTANCE of displaying merchandise for sale has always been recognized; but the practice of applying the principles of artistic skill and taste to this work is a comparatively modern innovation. The value of attractively displaying merchandise cannot be over-estimated. It compares with all other forms of publicity in impressing the average individual, as the concrete in any line of exemplification compares with the abstract. All other forms of publicity require the exercise of the imagination in order to obtain a fair grasp of the subject under consideration; while the proper display of an article appears directly to the desires, and at once creates a want. It suggests and emphasizes both the lack and the desirability of possession, and sets in motion the train of consideration that leads directly up to the purchasing point. It is probably safe to say that, excepting the steady demand for the actual necessities, more merchandise is disposed of through the desire created by seeing them than through all other channels combined.

In order to make a successful display a thorough knowledge of the goods to be shown is necessary. The trimmer should be familiar with the details of the manufacture of the merchandise to be displayed, the conditions of purchase, and all the points that make the goods desirable so as to bring them out in the display with the greatest possible strength and emphasis and thus be able to show the wares to the very best advantage.

The trimmer should be thoroughly posted on the various ways of arranging the goods in display, know all the standard unit foldings or formations, be familiar with style of display generally affected and have a fair fund of originality; that is, be able to proceed from the established units and forms to the formation of others, new and novel and equally as good, or better.

The first thing to be considered in planning a display is the adoption of a suitable background or setting which is to act as a foil to bring out and emphasize the article displayed in a striking and attention-compelling manner. Background should be of a design and color to harmonize with the merchandise to be set off. They may harmonize either by blend or by contrast. Harmony by blend is perhaps the most pleasing, but harmony by contrast is always the most striking and by far the most emphatic and most certain of arresting attention. In harmony by blend the tones and general affect of the background and of the merchandise glide into an almost imperceptible union, but in such a manner as to enhance the beauty of the whole and thus attract the attention of the public by the force of the innate love of the beautiful that exists with more or less strength in all. In harmony by contrast there is sufficient dissimiliarity to make each part stand out with enhanced strength and still avoid the least suggestion of a clash when properly managed so that the background does not have the effect of over-powering the goods, but adds materially to their strength and to the force of their appeal to public attention. This style of harmony is, probably, the safest and surest of satisfactory results.

SPECIAL FEATURES.

Besides attention-compelling relationship between background and merchandise, it is also a common practice to resort to what may be designated, for want of a better title, as special features. These are, as a rule, original conceptions, introduced into displays usually for the sole purpose of arresting attention and exciting curiosity. Sometimes they may merely add to the general decorative effect and thus serve a good purpose. The special feature may or may not be related to the subject of the display, that is it may be some feature suggested by or suggestive of the use or production of the goods displayed, or it may be something foreign or extraneous to the subject and used solely to excite curiosity and to hold the thought of observers while they are endea-

The New Half-arm Blouse Form

is the only form for the display of short sleeve blouses



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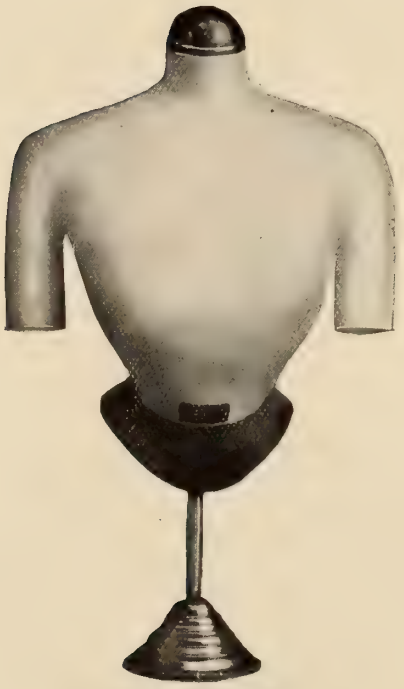
Four new forms that are taking the ready-to-wear and dress goods trade by storm.

THE day of blouse-sleeve stuffing has been a long one, but is fast closing in the better store. It is an item of expense that brings anything but satisfaction, and especially when the short sleeve, such as those that are worn throughout the Summer, are being displayed. The forms here illustrated overcome this difficulty.

These four illustrations show the different grades, from the Jersey covered to the flesh tint enamelled bust, all embodying the correct lines of contour so necessary in displaying properly the new blouse.



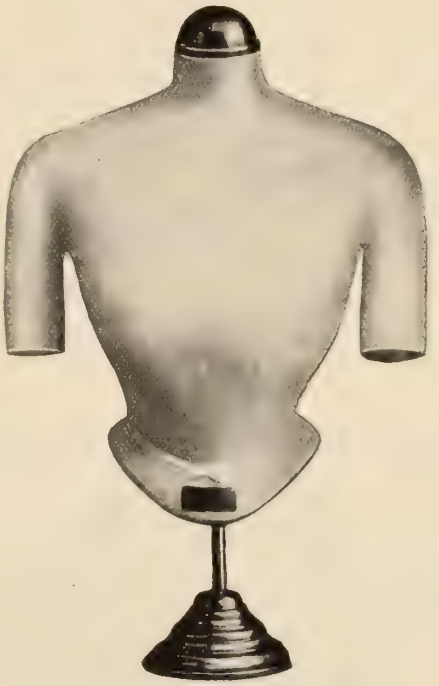
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For Draping

These forms take an important part in the effective displaying of dress fabrics both for department or window trims. They enable the decorator to show the new fabrics to the very best advantage. Trimmers everywhere are using them. Send for our new catalog. Made by the youngest but the most progressive manufacturers of wax figures and display forms in Canada.



No. 16a Price $5.00

Dale *and* **Pearsall** *106 Front Street East,* **Toronto**

Manufacturers of High Class Forms and Fixtures

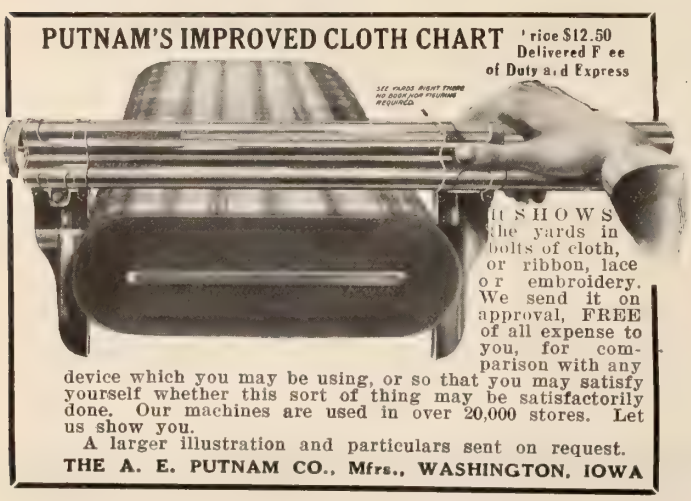
voring to figure out what it has to do with the display any way. The more incomprehensible a feature is, the better it is under certain circumstances as a special feature. The trick is frequently resorted to both in trimming and in written advertising. As an instance, all are familar with "the geese, the boy, and the bag of corn" of recent Omega Oil fame and which proved so highly successful, though most people are still in the dark as to what the illustration had to do with the oil which was of course just nothing at all, outside of the conundrum which sets people to and keeps them thinking of the oil.

It is the same way, the trimmer uses some trophy or animal or other features in window display in merchandise merely for the effect of attracting attention and inducing the consideration of prospective customers.

ARRANGEMENT OF GOODS.

The style of the stock arrangement has much to do with the effectiveness of the display. A style of arrangement that suits one style of goods will be found entirely inappropriate for certain other classes.

There are two general styles of arrangement of merchandise in display that are generally recognized. They are the open or thin trim; and the compact or stocky trim. The former is as a rule preferred and should always be followed when displaying high-class goods of marked individuality. The latter style is generally employed when showing the cheaper grades of merchandise when the main object is to emphasize the usual reason for special pricing. High-grade goods should never be shown in large quantities, especially in the beginning or at the height of the season. It is sometimes permissible, however, towards the end of the season. With special purchases, the desire is to forcibly indicate the cause of the low price and the fact that there is quite sufficient in lot to supply the demand likely to be produced by the concession in price. Low grade goods generally show better when shown stockily. Bulk has the tendency to increase the importance that more than likely they lack intrinsically. The glamour of a big imposing display seems to distract the attention from a too close inspection of qualities and individual merit.



GENERAL EFFECT.

Another feature that adds much to the effectiveness of display is the symmetry with which the articles that go to make up the whole are arranged. By this is meant the relations of the parts of the display to each other with regard to elevation perspective and mutual influence. Care must be taken not to bring the articles of display into juxtaposition so that they will clash or otherwise interfere with their separate or combine influence on the public. Nor can too bold or striking inequalities in spacing or elevation be tolerated without injury to the display as a whole even if it should not necessarily hurt the individual articles. In other words the general effect which is another important point in the make-up of a successful display—must always be kept in mind. A good general effect is probably second only to a good special feature in attracting attention first to the display and then to the merchandise exploited.

Last, but not by any means the least of the decorator's part in the make-up of a display, is workmanship. Nothing does more to spoil the effect and discredit an otherwise satisfactory display than a dowdy and slovenly handling of goods. The result increases in proportions to the grade of goods shown, having the effect of cheapening and detracting from their real worth and of course the better the goods are the more they suffer in proportion. In fact, neatness, cleverness, and good workmanship may be said to be the sum total of the qualities necessary to successful display decorations.

The question of show cards and tickets, while it goes into another field of work, is an important one to the trimmer, as he must be able to get out good talking points and convincing arguments on the subjects of his trims and besides he must have a knowledge of and good judgment as to the kinds and qualities of cards and tickets that should be used in particular displays. Some displays require merely a simple announcement of the presence of the goods in stock. Others require full description and still others require to be price-ticketed. High-grade goods usually speak for themselves and as a rule require few, if any, cards, and no price tickets. This rule reverses gradually as we go down through the various graduations of value. The foregoing points, rules and directions if properly observed, studied and followed will materially assist and benefit any one in the execution of all classes of mercantile display decorations. They will make the work easier, more comprehensive, and better understood and the more closely they are followed the more they will tend to increase the returns obtained from display.



I USED TO THINK THIS:

"I don't want a new KAWNEER STORE FRONT—it will increase my business, then I'll have to hire more clerks. I don't want to do that."



NOW I THINK THIS:

"I need my KAWNEER STORE FRONT. I know it has increased my business and gladly have I increased the number of clerks in my store."

How about you—want to be compelled to hire more clerks? Or do you want to limit your organization to "yourself and wife?" We won't argue about that.

"SIZE UP" YOUR STORE FRONT

Just step across the street and take a good, square, unprejudiced look at your Store Front. How does it strike you? Will it increase your business—will it increase your sales force? KAWNEER STORE FRONTS aren't made for the "myself and wife" retail organizations. If you don't want to increase your sales force — don't put in a KAWNEER FRONT. It's sure to "start something." We can point to thousands of merchants in all parts of the country who have **re-founded** their entire businesses by installing new KAWNEER FRONTS.

Our Seventh Year of Trade Paper Advertising.

We've been advertising in trade papers for more than seven years. We've been driving "modern Store Fronts" at you merchants hard and steady. Seven years ago the subject of Store Fronts wasn't given much consideration, either by the merchants or the trade journals. Thousands of dollars have been advanced by us in conducting this educational campaign in the hopes of establishing a country-wide adoption of KAWNEER STORE FRONTS. To-day every trade journal has its "Store Equipment Section" and Store Fronts are uppermost in the minds of the merchant and trade journals. We take a good deal of credit for this development—and are being well repaid for the responsibility assumed. There has been a wonderful growth of KAWNEER STORE FRONT business.

Kawneer STORE FRONTS

6,500 Kawneer Fronts Installed in 1912.

During these seven years thousands of merchants in every line have traveled the "KAWNEER Way" to bigger business. 6,500 KAWNEER FRONTS installed in 1912.

Our experience has been the experience of thousands of merchants. We have helped solve problems that are vital—problems that every merchant must solve when he installs a new Front. This experience is worth money to you and we want to help you with it.

"BOOSTING BUSINESS No. 21"

To make the subject more understandable, we have compiled "Boosting Business No. 21" for you. It shows photographs and drawings of many of the history-making Store Fronts. Contains drawings and suggestions that we know will appeal to you. Just fill in the coupon and send it to us. You won't have to buy—we want to show you what we've done in the development of the biggest sales-producer of retail establishments.

Just fill in the coupon and send it to us.

Kawneer Manufacturing Co.

Francis J. Plym, President

78 Duchess Street

TORONTO **CANADA**

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78 Duchess St., Toronto, Canada

Kindly send "Boosting Business No. 21" without obligation to me.

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Street and No .....

City or Town.....

Smart Drapes of Summer Novelties



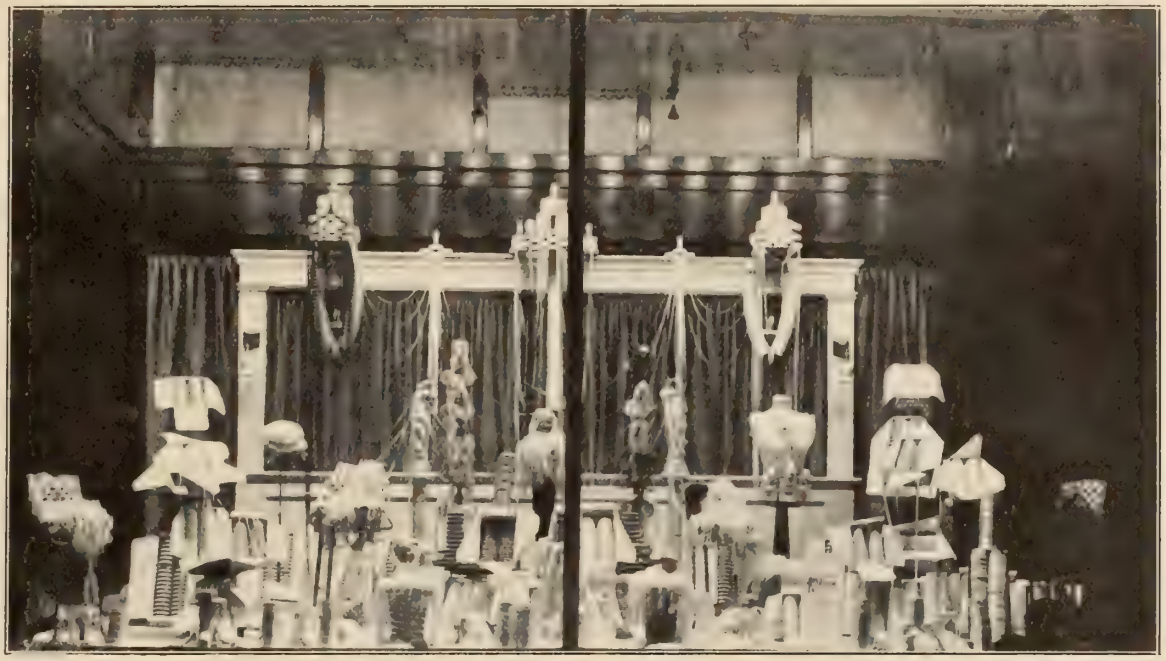
1. — Waist form drape of Bedford cord wash suiting. The drape in itself needs no explanation. It is simple and yet very effective.



2. — Half shell drape of Ratine wash suiting, using narrow velvet ribbon and buttons to match with a garniture rosette of flowers.

Posed specially for "Dry Goods Review" by J. A. McNabb, Richard Hall & Son, Peterborough.

Suggestive Windows for the Semi-Annual Ribbon Sale





Quantities and good arrangement with clever color blending in seasonable shades the features of these windows. The upper one is suggestive of summer fancy work. The grouping is so intricate and deceiving as to make customers wonder how the tangle could ever be undone.

Some splendid examples of the uses of ribbons are shown in the lower.

Both these windows are examples from well handled and aggressive ribbon departments and are good business arguments.

1. Courtesy Robt. Simpson Co., Ltd., Toronto, by E. P. Burns.
2. Courtesy T. Eaton Co., Toronto, A. E. Apted.

IN NEW FACTORY.

The Evans Tailoring Co. are installed in their new factory at No. 342-344 Queen Street W., Toronto. They are fully equipped in their new location. A sanitary workshop with modern machinery, light, airy cutting rooms and large showrooms are provided. The firm have built up a satisfactory special measurement business and with the growth of this branch are now establishing an agency service. Formerly merchants tailors were catered to, but a complete quick service agency system has been inaugurated. Agents all through Canada are taking up the Evans line.

Evans clothes bear the union label The service includes a wide range of stylish and correctly tailored garments. Style books, swatches and designs with improved models represent an up-to-date service. They embody a range of distinctive "special order" clothing. Experts in close touch with leading style centres and the requirements of merchants in different localities produce model clothes modified to Canadian lines. The models and designs are exclusive and are intended to appeal to careful dressers and medium trade especially. Efficient management and improved equipment are an assurance of quick delivery and the maximum of service to the respective "Evans" agencies.

* * *

The details of the new arrangement will, doubtless, be formally announced later on, as they are now being worked out by the members of the firm and the necessary legal assistants. The business will be owned and managed as heretofore, so far as individuals are concerned, the only change being in the form and method of doing things.

It remains to be seen whether many other large organizations in the dry goods commission business will not finally be compelled to seek the advantages that go with incorporation, in order to conserve and expand on the lines that will meet the approbation of the financial and manufacturing public of the country. An organization that grows so large that many partners' interests become important, of itself forces new methods. When with this is coupled a constant pressure from mills and customers to extend lines still further, it is believed that merchants will have no redress save in incorporation.

* * *

CLARENCE WHITMAN & CO.

From N.Y. Journal of Commerce, April 2, 1913.

The incorporation of the business of Clarence Whitman & Co., is designed to take over the many-sided activities of the large institution, which has included converting, manufacturing, investing and merchandising. No commission house in New York has undertaken so many lines of new textile development and carried them to such a successful conclusion, but it has become increasingly evident that it is not possible under old forms of law to conserve and expand the business now incumbent upon any house of large proportions operating outside of staple or semi-staple lines.

* * *

OFFICES MOVED.

Crescent Manufacturing Co. are removing their Toronto salesrooms from 52 Bay Street to Room 508 Empire Building. Their Fall 1913 shirt ranges have been delayed owing to the change. W. Gemmell, city representative, will have the showing completed shortly.

* * *

AGENT FOR A. NAEF & CO.

E. W. Urwin, McKinnon Building, Toronto, has been appointed sole agent for the Dominion of Canada for A. Naef & Co., Flawil, near St. Gall, Switzerland, noted for their wonderful lines of fine embroideries and high-class embroidered novelties. The house in question have previously done their Canadian business through their New York house, which carries the title Naef Brothers. Their goods as a result are well-known in Canada. The goods of this firm are absolutely unique in the beauty and originality of their designs.

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SUBSCRIBERS

will do the manufacturer and this paper a great service by mentioning the "Review" when answering advertisements.

The manufacturer wants to know what prompted the enquiry, and we want him to know that his advertisement in the "Review" pays him.

MEN'S WEAR SECTION

Features of This Number

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An army of Canadian Boys are wearing Sanford Juvenile Clothes. That army is steadily increasing and there are no deserters.

W. E. SANFORD MANUFACTURING CO.
HAMILTON - CANADA



SHAPE RETAINING
Sanford
JUVENILE CLOTHES

Does "bargain" advertising preclude "quality" business?

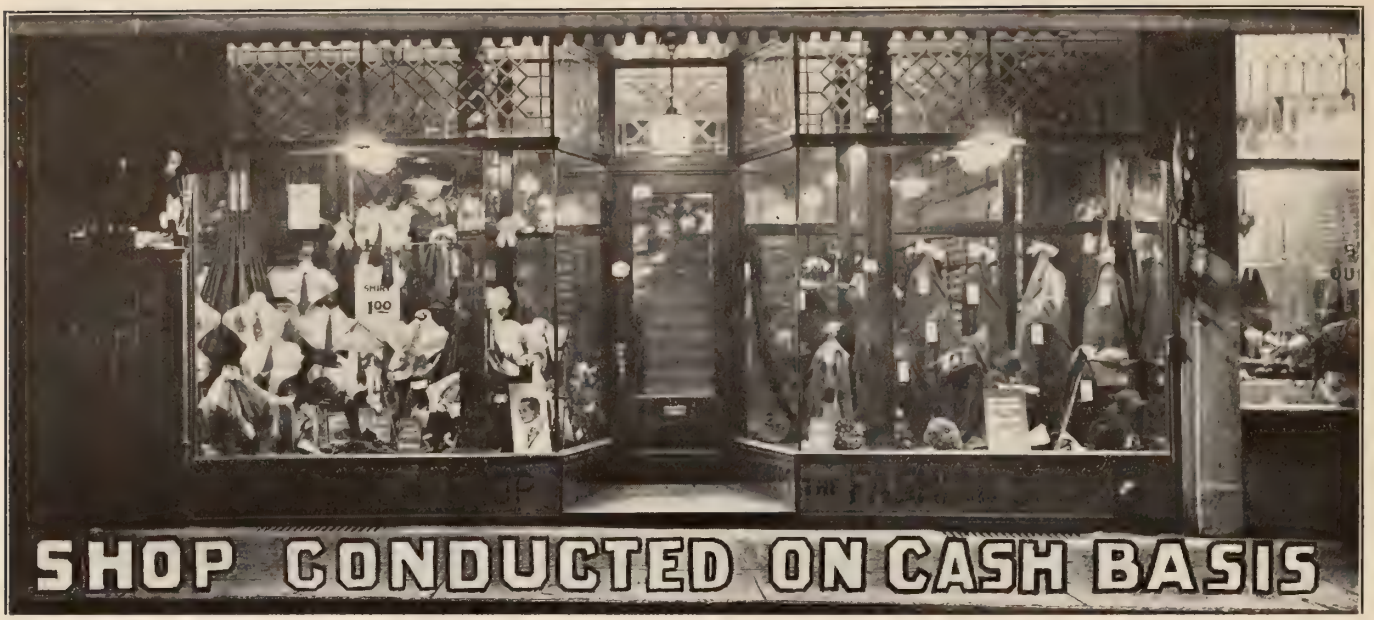
When a store maintains a continuous policy of advertising bargains, does the "quality" trade gradually go elsewhere?

What is the result of advertising bargains on the business done in the best quality lines and with people who are looking for quality only?

Is there enough quality business in the average town to make any difference?

For the best practical replies to these questions The Review will pay from $2 to $5 each.

All replies must be in by May 15th. Address Editor Dry Goods Review, 143 University Avenue, Toronto.



One of the reasons why Harvey Hall, of Toronto, is building up a large business —A complete description of his new store—Ready to wear department on second floor.

HARVEY C. HALL conducts an exclusive "Fashion Shop" at Nos. 257-259 Yonge street, which is unique in several departures from the usual haberdashery. This shop is patterned on the most approved ideas, which have been successful in U. S. and Canadian cities. Both high-class and medium trade are catered to along modern principles which leave nothing to be desired in service.

The situation of the store is a favorable one. It is in a growing locality, which might be called the new men's wear district, and which has grown during the past two years. The trend of trade, north on Yonge street and to the outlying sections of a growing city has resulted in numerous exclusive or high-class establishments. This store is one of the most prominent close to the large retail centre. A trade which appreciates specialized selection is catered to.

The policy of the firm is to buy and sell for cash. They depend on quick turnover and a thorough knowledge of the different lines, trend of style and value. The requirements of careful dressers is closely studied. Quantity buying, in which style is sacrificed for value, is not done to create business. The firm are able to buy style and value because of the splendid connections and the immense turnover which are possible in a business operated on a practical cash basis.

In the men's wear department on the first floor, stock is laid out to give the best salesmanship service in the quickest time. Unit cases and neat wall fixtures in natural oak finish provide lots of space for each line. The south of the store is devoted to shirts and underwear. This stock is kept in duplicate in box units and according to size. If a size is sold out forward assortments are replenished at once from the reserve in upper fixtures. The north side is devoted to collars, gloves, handkerchiefs and selections of kindred accessories. Each line is of departmental importance and shown as individual counters, except when the lines group to facilitate display.

CLOTHING ON SECOND FLOOR.

The arrangement of stock specializes clothing on the second floor. This section is reached by a wide stairway from the centre of the main store. Many of the most aggressive shops and departmental stores are finding this an ideal location. The firm are among the first, who have ventured the change in Toronto.

In speaking about the success of the departure Mr. Hall says:—"Results here fully demonstrate that the move is appreciated, as we expected. We had the courage and the practical assurance of success. This was based on experience in other large cities. It takes "nerve" to make these changes and we were satisfied to wait until our clients became conversant with the improvement of our sales system. Of course, we know that our personally selected stocks of clothing must be depended on to merit the trade as we continue to grow."

The advantages of second floor wardrobes are apparent. Customers, who may be intending to buy or who are interested enough to go upstairs, take more time. Their attention is not diverted by other peoples' ideas or passing events outside. Semi-private surroundings help the salesman to maintain the interest in stock selections. From the viewpoint of introductory or constructive salesmanship, the sale is

simply a matter of a satisfied buyer. The novelty which appeals to the purchaser rests in the stock itself and the completion of the sale in the ability of the salesman. These conditions are true in selling clothing anywhere. There is the advantage that, if a customer goes upstairs, chances of making a sale are improved.

One of the main reasons for the change is the growing number of departments and their size. Overhead expenses in the high rent districts is a factor.

Stock on this floor is arranged in unit cabinets and on combination hangers. Each garment is kept according to size, color and price. Unit tables are used for display and the equipment includes modern fixtures for fitting, alterations or completing the necessary tailoring. An expert staff has charge of this branch of the work. The showroom is not large, but room is provided for 500 suits. Assortments carried are kept sufficiently large to meet the demand at all times and permit of clean turnover as good business foresight.

Reid W. Pepper has charge of the display department. The value of the windows as a sales medium is fully recognized. Trims are not decorative units, but a clever grouping of smart units, in which the space is utilized to show the "class" and range of goods carried. Every inch of display space is used in the interior. Goods are tastily arranged on counters, tables, in cases and on ledges to effect quick sales. Good style dictates the grouping. The selections chosen and the classiness in display show that the staff are conversant with the style trend and demands of departments. Windows and cases are continually being changed and kept "up to date" to reflect the latest for careful dressers.

Harvey J. Hall has a wide experience in men's furnishings. His connection with several of the leading stores in U.S. and large Canadian cities covers every branch of the business. He has studied the men's wear trade, as buyer, manager and display man, both in the East and West. The benefit of this experience and of the approved modern systems is intended to perfect a well-conducted and progressive establishment.



Case display of shirts, neckwear and men's wear accessories arranged by Reid W. Pepper, with Harvey C. Hall Fashion Shop.

Men's Wear Store Run on Aggressive Lines

A description of the store and the methods of S. A. Horwitt, Montreal—Advertising is carried out on distinctive lines—High class stock carried.

EARLY in October last year announcements appeared in the Montreal daily papers and in the show windows of Picard & Picard, that their entire stock of men's furnishings would be sold at a big reduction in order to make room for new goods. These announcements were signed by S. A. Horwitt, and at first did not seem to make much impression among the men who would ordinarily be on the lookout for bargains, for it was generally accepted that the man of moderate means could not afford to indulge in the class of goods that were usually on show in the windows.

The original proprietors used the appellation "Haberdashers de Luxe" and many people got the idea that the prices as well as the haberdashery were "de Luxe." Probably for this reason the sale did not at once catch on but announcements and window displays in which prices were quoted soon dissipated this idea and there were many days during the sale, especially the weeks preceding the holidays, when the doors had to be closed for periods of time to allow clerks to straighten up the stock and prepare for the rush. The sale was a huge success and lasted until February 1st. By that time the men of the financial district (for the store is situated in the heart of "Montreal's Wall Street," in Freeman's Hotel, St. James Street, fairly surrounded by banks and trust companies, etc.) had come to know the store in a different light.

This clearance sale idea was probably the most effective way of launching the new enterprise as it served to introduce the store to many young men who had hitherto viewed it as a place where goods were mighty attractive but were for the most part beyond their means.

It was this very attitude that Mr. Horwitt set out to overcome and he has certainly succeeded. The new proprietor came to Montreal brimful of bright ideas evolved from his experience in New York haberdashery circles and he is proceeding to put them into execution. He is going after the high class trade but with the avowed intention of charging a fair profit and having a quick turnover.

"When I took over the Picard & Picard stock in October," said Mr. Horwitt, "I decided to run a reorganization sale and give the men of Montreal real bargains. This sale ended February 1st and during the life of it I sacrificed every bit of merchandise in the store to make way for new lines which are now ready and on display.

"I do not believe in sales, as a general practice, but will run them twice a year in order to clear the shelves for the incoming merchandise.

"I do not believe in a large profit because that means an accumulation of stock. I would much rather sell at a small margin, so as to turn my stock over several times a year."

In answer to a query as to what he considered a fair margin of profit Mr. Horwitt replied "33 1-3 per cent."

Mr. Horwitt has a factory in connection with his store, located in the Freeman Building, and will manufacture some exclusive lines. He intends featuring neckwear and announces that he will make and sell a scarf for 50c that will be the same value as those sold in the United States at that price.



This neat panel is always used in the advertisements of S. Horwitt.

He also has a custom shirt department which is under the supervision of an expert who has had 25 year's experience in shirt making for one of the leading houses in New York.

He has also added two new lines, ready-to-wear clothing and hats. "My clothing is as near custom-made as ready-to-wear clothing can possibly be. I am appealing to the young man who wants a snappy, good-fitting garment, without the price penalty of



An original unit which was shown recently in the store window of S. A. Horwitt. A picture of Mr. Horwitt is shown to the right.

the custom tailor. Before I had those suits on display," he added, "I sold fifteen simply by introduction."

HAS MADE CHANGES IN STORE.

Since taking charge of the business Mr. Horwitt has made extensive changes to the interior of the store. In order to make more room on the main floor he had a broad balcony built at the rear, thus providing room for the office and extra space for reserve stock.

The store is fitted with the most modern and attractive fixtures that could be secured. The entire fittings, consisting of wall cases, floor showcases and tables, are finished complete in Circassian Walnut, while the walls and lighting fixtures are in an antique shade of dark green. Large oval plate mirrors are fitted in the supporting columns and between the wall cases, while the drawers of various sizes with which the wall cases are fitted have cut-glass knobs. The whole appearance of the store breathes an air of refinement and elegance.

There is one large show window which is divided into sections for attractive trims and the entrance is at the left. Access may also be had to the store, direct from the lobby of Freeman's Hotel, through art glass doors at the rear.

SPECIAL BORDER FOR ADS.

Mr. Horwitt's advertising is in keeping with the appointments of the store. A special border design encloses all the newspaper announcements and the offerings are always attractive. Each advertisement has a special message and its appeal is usually effective. Every advertisement carries this message —"I will buy back any article that is not entirely satisfactory." This money-back guarantee is not often taken advantage of but it inspires confidence in the store. The advertisement usually deals with one or two lines and delivers a definite message concerning them. The lines advertised in the papers are featured in the window displays at the same time, thus linking these two important factors together.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

Waist Lines for Men

THAT men are to have waists this year is the prediction made by a London fashion writer. They will be produced, he says, by fine whale bone ribs and padding. London advance dressers, particularly the young and slenderly proportioned men, are taking the idea up eagerly. These close-fitting coats will have no buttons but will be kept in place by setting tight to the waist. Buttonholes with light silken loops will be provided, however, to keep the coat closed should a wind arise. As a natural complement, trousers will be pegtoppish and the cuff will be favored. The style will do for extreme dressers only. One cannot imagine a middle-aged man of pronounced embonpoint wearing a coat which fitted him like a glove from shoulders to hips and which had nothing to keep it in place but its adhesive qualities.

* * *

Bathing Suits Sell Slowly

AMERICAN manufacturers report that they are finding a shrinkage in the sale of bathing suits. Last year the volume of business done was not heavy, climatic conditions probably having something to do with this. At the end of the season a number of manufacturers announced their intention of going out of bathing suits entirely as the margin of profit was not large enough to make it worth their while to continue. It was felt that this season the manufacturers left in the field would find a largely increased demand, partly as a result of the slackness last year and partly as a result of the shrinkage in the competition. This has not proven to be the case, however. In Canada the demand is reported to be quite satisfactory.

New Cut of Dress Suits

PERHAPS the most important development in the cut of dress suits in the fashionable centres is the additional width given the trousers. They are being cut quite full and only one strip of silk braid is now favored instead of two as during last season. In the matter of waistcoat, there has been little change. The V shape is still favored, perhaps the only change being that the points are not cut as long. Four buttons are used. Coats are cut to fit very closely. In fact, they fit in so snugly at the waist that they almost give a suspicion of corsets. The general effect of the new lines is excellent, neatness being a predominating characteristic.

* * *

The Belted Overcoat

AN English style authority, writing in the London Opinion predicts that belted coats are going out of style. He states: "I am inclined to think that after this winter we shall not see the belted overcoat again for some considerable time. In any case, an overcoat made in that style would not be the right kind of overcoat to have in the spring." The belted overcoat shows signs of unabated popularity still in Canada.

* * *

The Vogue of the Paletot

THE March issue of the Sartorial Gazette, London, says: "This garment is, undoubtedly, coming to the front, because it affords a welcome change from the loose coats which have so long held sway. Made up in light raincoatings and well fitted to the figure, it certainly looks extremely smart, and is a concession to the tastes of those who

consider the frock overcoat a bit too formal. The fronts are double-breasted, fastening three buttons. The waist seam extends all round the figure, and the coat hangs to two or three inches below the knee. The back skirts are cut wide enough to almost cover, and there are pleats in continuation of the side seam, from the waist downward. The pockets should be a little bit on the slant downward towards the back, and covered with flaps."

* * *

Uncertainty as to Hats

THE Fall hat question is causing some uncertainty. There is nothing definite yet to indicate which styles will meet with the biggest measure of popular approval. Reports from American centres indicate that the same uncertainty is being felt there, due largely to the diversity of styles on the market. Many different varieties of felt hats are being offered. Colors have come very markedly to the front. If men keep on, they will have to cease all raillery at millinery styles, for masculine hats bid fair to outrival female creations. In New York they are wearing all variety of shades although marine colors are most prominent. An added feminine note is found in London where men are actually wearing features in their hats. We almost used the term "oigrette." For the Canadian trade, there is little probability of extremist styles coming forward prominently, but the influence will undoubtedly be felt. In stiff hats, the Fall trend will be toward higher crowns and narrower brims, although the extreme shapes worn during the past two years will still be seen to a great extent.

Color in Male Attire

THERE is no getting away from the fact that color is creeping into male attire. Not only are the neckwear styles this year distinguishedly unusual brilliance of coloring, but a tendency toward bright combinations is found in cloths and fabrics. In the matter of accessories, the color idea is "coming strong." Hats are getting away from blacks and greys. Practically every color can be found in hats nowadays. Greens, of course, have been in for a long time, but now marine shades are becoming the "go." Finally, also the color idea is coming out in colors. In London, fashionably-dressed men are coming out in collars with colored stripes, light blues being the favorite. The new Oxford collar is the shape used most often with the striped effect. Conservative dressers are beginning to wonder where the color craze will strike next. Will it soon be proper to wear red or green tones in shoe leather?

Orangeville.—J. P. Torries, men's furnisher and tailor, has moved into his new store. He is featuring ready-to-wear suits for men and boys.

* * *

Fort William, Ont.—Harry P. Phillips, clothing department manager for Rutledge & Jackson the past nine years, is leaving for Toronto, where he will engage in the real estate business.

* * *

Sherbrooke, Que.—The Canadian Connecticut Cottons Co. have been incorporated with a capitalization of $1,750,000. An extensive plant will be erected here.



The cartoonist's idea of what will happen when the sanitary packing of goods is made to apply to clothing.

Fall Shirt Ranges Present Many Novelties

Selections are broad—English inspiration is now shown in shirts—Silks are now shown in domestic ranges—Novelties are shown in patterns—Cuffs are narrower.

SEVERAL RANGES of Fall shirts are ready and sales have started briskly. The showings are full of novelty and the trade seem disposed to break away from the set styles and patterns of last season. A few of these novelties promise to add both renewed interest and larger profit to retail showings. Selections are broader and the domestic ranges are unusual because of many new features. These tend to style, workmanship and new materials. The trade is assured assortments, which for value and choice are unsurpassed.

Buyers are reported to be satisfied with ranges as far as they have been given an opportunity of looking through sample books, which are complete. They are inclined to buy more than usual in their enthusiasm. There are three reasons for this—additional numbers, trend on some lines and high quality grades in shirts, which comprise several ranges. The outlook is promising and the season should show an increase in turnover and a general development of better goods.

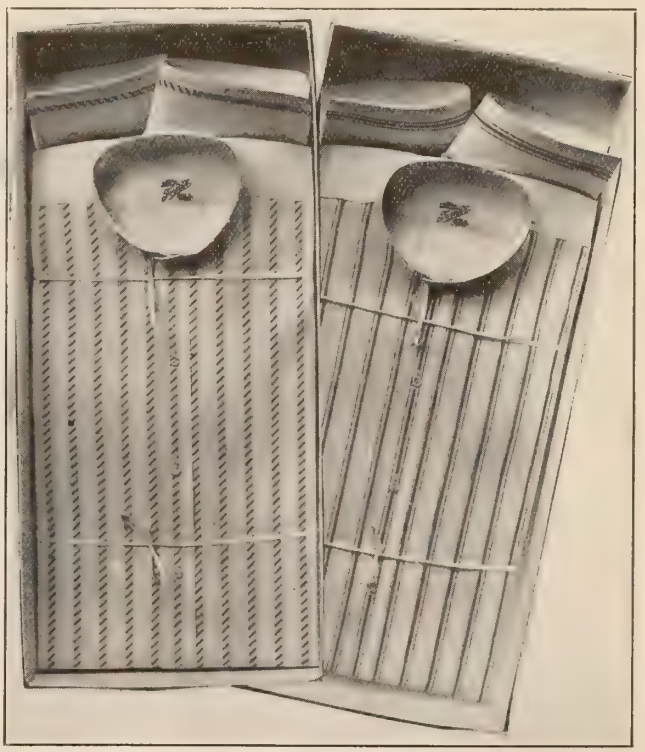
Some merchants complain that they can hardly be expected to buy Fall shirts, when as yet Spring shipments are not received. This seems to be an unfortunate condition which applies to some lines and will likely make the season's buying later. However, on account of unforeseen conditions or policy of one or two manufacturers, a few ranges will not be ready until the middle of May. By this time deliveries are expected to catch up and the Fall season placing progress more favorably.

The English inspiration shown in clothing is now in the lead in shirt styles, materials, patterns, colors and cut all favor the idea. There is, however, a feature of classiness in the touch of style when properly worn. And the style has been developed to meet the demand of the careful dresser, who notes the showings because of their seasonable dictates. Just how long these influences will last is hard to say, but experts are anticipating another season. The contention is that these extremes will prove an important feature for mid-summer and negligee business in the Fall. At the same time the possibility of the style continuing depends on newer style influences, which are not evident yet. Men's furnishers also know that it is a hard matter to get away from the customers demand for staple stripes, materials and effects.

Samples are carried out in every kind of material, which is suitable for shirt manufacture. The clearness of texture is a feature and wearing qualities and colors of the cloths are guaranteed. Books of cambrics, Oxfords, percales, zephyrs, imitation and Ceylon or other import flannels and specially named cloths of this order are growing so as to make a representative order for shirts of larger volume. Silks are now shown in domestic ranges and their manufacture is nearer perfection than ever. Similar ranges are shown in mercerized fabrics in plain or stripe designs in monotone. Crepes are represented in one or two samples in better numbers but for Fall little interest is expected in these cloths. Many of the textiles, which are confined to white, launder or pleat to advantage or are included because of their quality reputation.

PLEATED STYLES FALLING OFF.

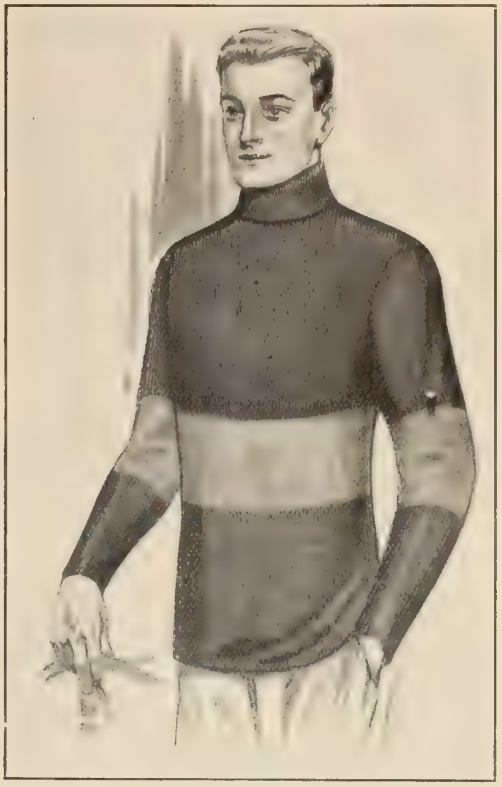
Hard and soft cuff coat styles with single pleat front are selling in all these fabrics. Pleated styles seem to be falling off in demand. The ratio of pleat fronts, in colors, which are expected to sell is shown by the few samples seen. This is a style change rather than competitive result as far as domestic or import ranges are influenced. Proper pleating and appearance were more essential last season and some advantage may have favored different lines. This is a question between merchant and manufacturer, which is decided by the laundry and ultimate satisfaction of the customer. Finish and



Selected samples of exclusive designs in Fall shirts. Courtesy John Forsyth & Co., Berlin.



Men's 53



Men's Jersey



Men's 109

Some Live Numbers From

"Monarch-Knit"

The accompanying cuts give you a fair idea of the distinct style embodied in "MONARCH-KNIT" goods.

M. 53 is one of our lines of full fashioned Shaker Coats.

Men's Jersey is also made on the latest model full fashioned machinery.

M. 109—Made in fancy stitch Norfolk style.

"MONARCH-KNIT" is the Standard for Style, Quality and Workmanship.

The

Monarch Knitting Co., Limited

Head Office - - DUNNVILLE, ONT.

Factories at:

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO

neatness are necessary in any stock of shirts but all round value rather than expert laundering is the factor this season. Wide-awake furnishers are taking advantage of both features.

Ranges are similar on staple lines. An early prediction of proportionate sales in colors says that 50 per cent. negligees or single box pleat fronts in percales, zephyrs and fancies; 25 per cent. pleats in the same cloths; 20 per cent. flannels, taffetas or imitations and 5 per cent. silk is a fair assortment for representative showings. The early call for flannels is verified. For instance, one range has six times as many fancies in these fabrics as were shown a year ago. The most marked change in the ranges is the introduction of several imitation cloths on the flannel order, which the trade will handle profitably.

Preference for patterns is changing. Although buyers are still adhering to the staple stripes, they



Six novel stripes in exclusive flannels and taffetas from the Fall range. Van Allen Co., Hamilton.

show an inclination to include fancies for a change. There is a decided feeling for something different and the trade are trying to introduce neat designs to make their selections distinctive. Furnishers are tired of selling exactly the same designs as their neighbors. The opportunity for a little larger profit and less competitive price-cutting is the motive.

Patterns include many novelties to appeal to this tendency. The application of the pattern is also a hint to these changes. Very few ranges show predicted cross-stripe effects in making up, although the high V waistcoat to be worn favors more striking treatment for the same reason that neckwear is brighter and more conspicuous. The nearest approach to cross stripes is seen in a pleat bosom shirt in which the inset is bias.

The trade is successfully pushing fine embroidered designs, spots or inconspicuous figures woven on zephyrs or mercerized soisettes. Stripe contrasts in the better cloths are so fine as to give one color or subdued effect. Patterns in flannels comprise neat, varying width hairlines on light grounds or ribbon stripes with narrow contrasting stripe. Some of the designs are neatly blended or used to form pleats or to outline cuffs.

Cuffs are narrower with rounded corners. French cuffs are expected to continue as the demand for flannels increases. Both shapes will sell in cotton fabrics. Each merchant has to decide the ratio according to his locality and clientele catered to. The attention which is being given to both width and detail of finish of cuffs is suggested by the success of high-class import shirts. At the present time cuffs are the most prominent part of the shirt. Besides, the long wearing feature of double or reversible cuffs and the general comfort of the French cuff, have resulted in narrower cuffs on all lines. Widths from 2¼ to 2½ inches, in which appearance is vastly improved over the old style wide cuff, are now usual.

Colors show a continuation of the mid-summer shades, in subdued or contrasting tones, into the Fall range. Black, blue, tan, gold, mauve and a few greens on white grounds and blue and blue are the leading contrasting colors. Soft blues, grays and tans, mostly in self shades or white, black or blue on the first colors are seen in several of the heavier fabrics. In these small contrasts in the combined shades from patterns which appear not unlike flannels or taffetas in effect. Flannels are selling best in grays in three shades, light, medium, and

(Continued on page 68.)

Two "Blue Ribbon" Numbers

For Your Men's Department

SMART dressers among your men customers will appreciate the natty styles embodied in our Fall and Winter range of Knit coats—will appreciate the clearly defined character of the Beaver Brand numbers.

While the range is unusually large, it is not filled up with lines that are not intended to sell. Every number is a real sales-producer—a real live winner. There are no dead heads in the Beaver Brand range—you are safe in selecting any or all of the range for your Fall 1913 business. The complete range is now in the hands of our representatives.





BEAVER BRAND

THE Norfolk jacket is springing into popularity very rapidly this year and will have very ready sale throughout the Fall and Winter months. Both of these lines are made of the highest quality Botany yarn and come in the most desirable shades.

Place your Fall and Winter 1913-14 order now and make sure of early delivery.

The Beaver Brand range is most interesting in style exclusiveness and novelty. Look over our full range of samples at your earliest convenience.

R. M. BALLANTYNE, LTD.

Manufacturers of Beaver Brand Knit Goods

STRATFORD, : : : : ONTARIO

Distinctive Styles are Shown in Neckwear

Canada style trend is distinct in itself, and is not absolutely governed by New York styles—Furnishers are demanding styles which are exclusive for their own trade.

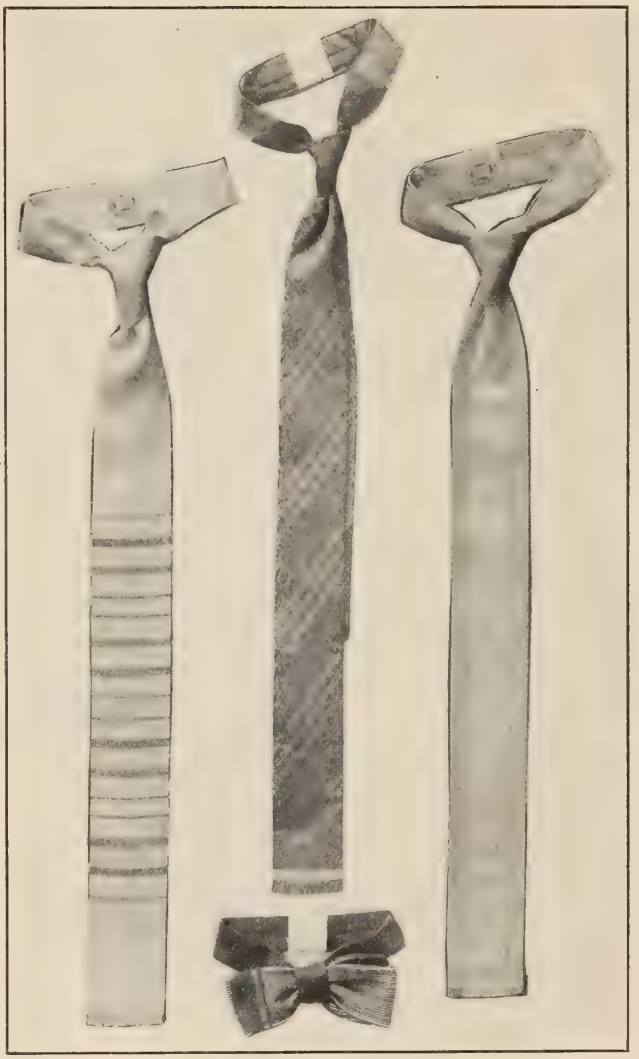
MID SEASON styles in men's neckwear are distinctive. The trade is demanding the leading novelties, which are typical of the trend here. This is a created trend, which means profits to the merchant, who anticipates it. There are several examples this season of these money-making novelties. There is a demand which is confined by this trade. Leading neckwear houses are being taxed to meet the repeat business on selling numbers.

The claim that styles of domestic and foreign novelties are preceded by the trend in larger cities is losing its force. Furnishers are demanding styles which are exclusively for their own trade. Their wants are filled by novelties, which are representative of the ranges of the exclusive houses with which these merchants are in closest touch. Although there is similarity between the ranges here and elsewhere, the high novelty styles which take in this market are not always introduced, because they are selling in New York. Of course the general style trend is traceable to these centres. There is no indication, however, that leading numbers which have had a run there are to be followed by a similar furore here.

Values which sell here and the novelties which come to the front are designed for domestic trade. This year the ranges for Spring and Easter selling created the demand for the novelties requested now. Selling numbers, which are scarce goods at the present time, are the evolution of his exclusiveness rather than foresight in offering the original samples. The trend was forecast more by the general effect of all the ranges than any individual set. It is seen that the present shortage is not the result of unforeseen demand, but of exceptional sales on natty numbers. Therefore, this novelty demand is characteristic and not the result of anticipating any style trend from advanced showings or similar demand elsewhere.

The scope of this years's ranges reached a standard, which for high-class neckwear has not been previously attained. A feature of this season's showings is seen in styles which originate in the mid-season demand in the home market. The result of close touch with the field is seen in the numerous novelties which have made a hit. Later novelties, showing the Eastern, Bulgarian and Oriental, are the best selling designs of the ranges. The demand for wash foulards, chundas or crepes for mid-season is met with a scarcity of correct colorings. The sold up market and the apparent opportunity for continued demand is certainly the result of style trend through the successful sale of novelties presented in the leading ranges. It is not because these materials and designs were shown or anticipated by advance styles in other cities.

The novelties as they are known represent the pick of the ranges at large. Easter samples included, as well, shapes, styles, colorings and patterns which were held to be extreme. Brighter colors and



Midseason novelties: 1-3—Cross bar and fancy panel wash ties. 2, Bordered novelty silk in natty design and color combinations. 4, Knitted batwing with border ends. Courtesy A. T. Reid Co., Toronto.

their reception can easily be verified by any men's furnisher. Larger shapes are being taken as leaders. The same may be said of values retailing at 50c or $1. Following quickly on the vogue comes an advance range of select wash ties, foulards, bordered silks in the best shades and several fancies in

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED



Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, LTD.,

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

"Craftana."



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Built to Satisfy

Why not stock a line of sweater coats that are built to appeal to the fancy of a passerby, and when worn will prove a good investment?

DOMINION BRAND KNIT COATS



are made of high-grade worsted yarns in styles that will at once satisfy the tastes of your best customers. No cotton is used in the manufacture of these garments.

Our traveller will be calling on you. Be sure to see our large range of quick sellers.

A. BURRITT & COMPANY

DOMINION MILLS

MITCHELL -:- -:- ONTARIO

knitted numbers. These are exclusive numbers, which are foremost in style.

In wash ties, panels and cross bar borders on highly mercerized fabrics are selling. These are made up in the finest materials. Crepe and matte weaves are equally good, while grounds with blue, tan, black and other leading colors and a full range of Dresden shadow and hand-embroidered designs are featured. These are equal in value to leading $4.50 New York lines, but are quoted a special for this trade.

Although there is a scarcity of bandana and Bulgarian effects in foulards, new numbers will be ready for the trade shortly. It is early to consider these later novelties and their relation to knitted neckwear sales. There is a good season ahead on these scarce novelties.

Bulgarian patterns on five different ground shades and three bar under knot effects are seen in graduated knitted silk ties. Knitted batwings are the latest offering. These come in black with white tan, gold, or many combinations in neat border ends.

The difference between styles seen in the leading centres and selling here do not suggest a season's difference as heretofore. If there is any trend, it is anticipated so closely as to be offset by the requirements of furnishers. The selection of snappy materials, their patterns and colorings show that the same buyers are decided by good taste more than price or value. Combined with price, the designs and shapes coincide with a distinctive Canadian mode. They are equal to any in being up-to-date from all standpoints and may even be said to be in advance of imported styles in many instances. This is owing to present facilities of style, service, and an equally efficient inspiration. Mid-season samples in touch with the influences, are still further examples of distinctive style for neckwear as a brighter feature of men's apparel.

No merchant is fortunate enough to select and have sufficient quantities of all the best selling numbers for several reasons. He is fortunate in selecting one or two and getting fair repeats. Most haberdashers have been successful this year because the general style trend was cleverly met. But in the case of nearly every money-making novelty, no one has the correct goods which prove the feature at the last minute. A new novelty has arrived by the time repeats can be had. However, the samples which are ready for mid-season are in advance of the style demand, and allow for successful merchandising of the novelties, which the ranges contain. There is every indication at the present time of a continuation of brighter colors and a good selection of novelties in the wanted silks to replace the season's winners.

Fall Shirt Ranges Present Many Novelties

(Continued from page 64.)

dark Oxford. These are assorted, but salesmen found out last season that the medium sells best, although all three sold fairly well this year.

Anything in the soft grays, blues and tans appear to be well thought of and the imitation flannels take advantage of this tendency. Champagne or a touch of gold in contrast with other colors are among the novelties. Shell pink in self shade or in contrast with white is a novelty which will be shown in mercerized cloths, crepes and silks for exclusive trade. White, in the novelties is featured in bedfords, pique (wide and fine welts), cambric or linen in fine pleats. Prevailing characteristics of style cut and cuffs are seen.

The ranges from $9 to $45 a dozen are particularly of interest to the buyer on account of the value and the variety of selection at the corresponding prices.

Discussed Freight Rates

Toronto, Ont.—The annual meeting of the Dry Goods section of the Board of Trade was held. J. C. Douglas, who is retiring from the chairmanship, made an important address in which he touched upon a number of topics of vital interest. He dealt strongly with the question of Atlantic freight rates, claiming that unfair conditions existed.

The new officers elected are:

Chairman, Arnold M. Ivey; Vice-chairman, J. A. Catto; Executive, J. D. Allan, H. Brock, F. C. Daniel, J. C. Green, J. D. Ivey, J. C. Douglas, J. Muldrew, Jno. Macdonald, C. Marriott, D. McCall, R A. Nisbet, C B. Lowndes, J. Northway, A. T. Reid, A. F. Rodger, W. R. Smallpeice, J. P. Watson, J. W. Woods.

Blenheim, Ont.—T. B. Shillington has opened a new ready-to-wear department.

* * *

Belleville, Ont.—Fire broke out in the basement of Milnes' dry goods store. Part of the block was destroyed.

* * *

Montreal, Que.—A serious fire occurred in the dressmaking and millinery establishment of Mrs. B. Titleman.

* * *

Jasper, Ont.—R. H. Cross has sold his dry goods to Omer Brown of Delta. Mr. Cross leaves shortly for Vancouver.

* * *

New Liskeard, Ont.—Elliott and Ritchie, who have conducted a ladies wear store, have dissolved partnership. Mr. Elliott will continue the business under the firm name of W. J. Elliott Co.



IMPERIAL BRAND PURE WOOL UNDERWEAR

In 1880, a full third of a century ago, when our Canadian Underwear industry was practically in its infancy, the Imperial Brand Underwear first made its appearance.

Our product then was the best of the day, but like many another line of goods would to-day be a back number. However, we have grown with the country and have kept pace with the demand by adding yearly such facilities as we deem necessary to uphold our high standard (always the best.)

To-day Imperial Pure Wool Underwear leads the woolen underwear trade. We are not content to take any other place and it is this fact that holds our customers of thirty years ago.

We are specialists in Men's Natural Wool, Men's Elastic Knit, Men's High Grade Imperial, Men's Double Thread Balbriggan. Present delivery orders attended to promptly.

These goods can be obtained from the leading wholesale houses.

KINGSTON HOSIERY COMPANY
Established 1880
Kingston, Ontario

TURNBULL'S
MAKERS OF THE FAMOUS "CEETEE" PURE WOOL UNDERWEAR

DEALER TALK

Something About Satisfaction

You are on the firing line—you meet your customers directly—enjoy their confidence, hear the praises of your goods or receive their complaints.

Complaints detract from business—unsatisfactory goods mean loss of customers. Therefore it is up to you to handle goods that bring your customers back time after time with the knowledge that your goods and no others will satisfy them.

CEETEE
PURE WOOL UNSHRINKABLE UNDERCLOTHING

has proved its worth. For sixty years, it has been on the market with satisfaction. Moreover, our strong wide-spread advertising is piling up the sales for the dealer, year by year.

The dealer who sells "CEETEE" Underwear has nothing to lose and everything to gain.

Make a trial order now—Our travellers are on the road.

THE C. TURNBULL CO. OF GALT, LIMITED
GALT, :: :: ONTARIO

Common Sense Rules in Masculine Styles

Trend is strongly toward health and comfort—Suits of silk, linen, and alpaca will be worn this Summer—Spring and Summer styles show the distinctness of Canadian style standard.

MEN'S CLOTHING styles this year indicate more clearly than ever that common sense prevails in the regulation of male attire. Masculine styles are tending toward the sensible more all the time. A desire for comfort and health is found in the evolution of male clothing.

One has but to trace back the changes which have been brought about in the last three centuries, say, to realize how marked this tendency has been. Beginning with doublet and hose, which made a very handsome costume for the gallant of the Elizabethan era but which was neither warm nor comfortable, trace the gradual evolution, through the days of wig and peruke, knee breeches and befrilled coat, to the present days of warm, comfortable and sanitary clothes; and the dictates of common sense will be seen right through.

This same tendency is noted at the present time, not so much in the matter of cut and material, as in respect to man's attitude toward the clothes question. Free and easy is the rule. Once—and it's not so long ago at that—men went to business in frock coat and with silk hat. To-day, a sack coat and felt hat or derby is the garb of the business man. Executive heads dress just as simply as their employees. The lounge coat is comfortable and in every way fitted for business wear. Consequently it has come into general use—and come to stay. Once it was deemed absolutely essential to dress for theatre. The rule is much less rigid now.

A striking evidence of the rule that men aim to have comfort above all else is found in the fact that there will be a strong run in New York this summer on suits of silk, linen and alpaca. Last year a few advance dressers appeared in mohairs and silks, looking immaculate and cool in the heat of summer. Already this year some of these suits are being shown and the prediction is voiced that they will be worn a great deal.

SPRING AND SUMMER STYLES.

Styles for Spring and Summer indicate the same tendency toward common sense lines. The padded suit with its unnaturally distended lines is distinctly a thing of the past. In its place we have neat clothing which happily does not go to the other extreme. In some quarters the pendulum has swung abruptly from one extrme edge of the sartorial dial to the other, changing men from tailor-made Samsons to imitation beanpoles. The skin-tight fit has been adopted by some but in Canada there is no evidence of extremes being favored.



Well-known American actor reputed to be the best dressed man in the United States. Dress suit in which he is appearing in latest play.

In fact, Canadian styles are distinct. It cannot be said to-day that the market in this country is swayed absolutely by foreign style changes. At the present time, the English influence is strongly felt but the ideas are modified and adapted to suit the needs of the Canadian man.

The truth of the matter is that the average Canadian is a conservative in regard to dress. He does not favor going to extremes; and it is the recognition of this that has led to the establishment of a distinctly Canadian dress standard.

This same tendency is noted in many other ways. In fact, it manifests very directly in the matter of dress accessories, such as neckwear, collars, gloves. Mention of the distinct Canadian standard set up in these lines is found elsewhere in this issue.

The same tendency toward moderation and conservation is found in every direction. Extremists in the matter of dress are few and far between in Canada. Still there are exceptions to prove every rule. The writer has seen on the streets of a Canadian city a dandified young specimen with felt hat of a glaringly light blue and of the most extreme shape. Fancy flowered vests can be picked out here and there. In every case, however, these sartorial digressions are so different from anything usually seen that the wearer stands out most conspicuously from the mass.

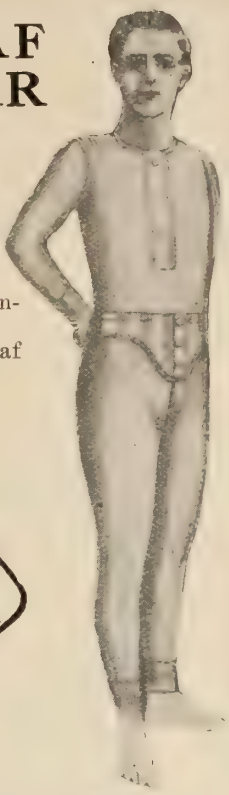
The clothing outlook for Fall has already been thoroughly outlined in The Review. Indications bear out in every respect, the predictions already advanced in this paper.

Advance orders are stated to be indicative of a brisk demand. Manufacturers are anticipating that business for Fall will exceed all records of the past. Travelers are reporting in optimistic view.

MAPLE LEAF UNDERWEAR

The combination of wear and comfort.

Satisfaction to both customer and merchant was the basic idea in making this underwear in 1865. It is to-day the very life blood of our business and will continue so.
Build your business on Maple Leaf reputation.



WATERHOUSE WARRANTED HIGH GRADE UNDERWEAR — MAPLE LEAF BRAND — UNSHRINKABLE REG'D.

THOS. WATERHOUSE & CO., Ltd.
INGERSOLL ONTARIO
HAROLD F. WATSON, WELDON & CO., Selling Agents
Coristine Bldg., Montreal.

Wreyford & Co., Toronto

Wholesale Men's Furnishers

Agents for following Manufacturers:

Young & Rochester, LONDON AND LONDONDERRY

Finest Taffetas and Silk Shirts, Collars, Latest Neckwear, Dressing Gowns, Etc.
New Spring Designs of their noted "Wyanar" Zephyr Shirts—now in stock in Toronto. Prices $12.00 and $13.50.

Tress & Co., London and Luton

High-Class Hats and Caps

Patentees of the "Mascot," and other select shapes—



THE "LOTHIAN"

Own designs in Homespuns and Donegal Tweeds.

Good selection of Caps stocked in Toronto, and Straws May 1st.



THE "BANFF"

Cohen & Wilks, Manchester

"Aquatite" Raincoats in Yarnproof Gabardine, Handspun Tweeds, etc.
Reversible Ulsters and Motor Coats for Gentlemen and Ladies.

DENTRO KNIT

THE WEAR IS THERE

Mannish for Styles Men



The Big Business Line For Fall 1913

—the line that will appeal to the men's trade because of the manly appearance that permeates it throughout. This mannish appearance is a point strong in favor of women's Knit goods as well—a point that will promote sales and ensure you a bigger than usual business for Fall and Winter 1913.

We make everything in Knit Goods.
See our range now.

The Williams, Trow Knitting Co. Limited

STRATFORD, - - ONTARIO

Agents
J. M ROBERTSON & COMPANY
70 Bay St., Toronto.
GEO. A. HARRIS
Hammond Bldg., Winnipeg.

Extreme Collar Shapes Shown in Pointed Style

Story is told that one merchant in fashionable centre created the demand for pointed collar—Open front and light weight collars are also forward—Early delivery promised.

SEVERAL NEW numbers of long-pointed collars are being shown. Open front and light-weight finished or negligee collars are also forward. Some extreme shapes are shown in pointed style. Furnishers are reported to be taking them and anticipating any style demand following the New York market. The pointed collar is a revival of a shape that sold fairly well several years ago. A correct pointed collar has points with "Spring" to them. The points are worn inside or outside the vest V. This style is in all three market sources—domestic, U.S. and Austrian manufacture.

Just how far the trade here intends to take this novelty remains to be seen. The feature is of seasonable interest and will be treated as such. Some merchants purpose showing a few numbers, because of the demand, which follows the trend of exclusive shops. The present interest in "points" is the result of the same kind of influence. The vogue is the direct return of specialization and of creating individual styles by a clever merchant. This men's wear buyer sensed the coming demand. He made the style for his locality and supplied it. Other furnishers followed and manufacturers had to meet the trade with new numbers. The story is repeated. It is vouched for by a leading representative.

A short time ago one of the leading manufacturers was stuck with a quantity of pointed collars. These were left from the stock supply of the previous demand and cleared to a Newport or Atlantic City furnisher. The price was 45c a dozen, take the lot. Shortly afterward, these unique collars were shown in the store windows and the merchant's business personality was sufficient to set the style. The collars were ticketed at 35c each and sold. Other merchants visiting the style centres and Winter resorts saw the new number. They immediately had the style copied for their trade, as a new feature. Orders have been coming in ever since. There is only one other comment. These collars are now selling generally.

Sales of Summer and negligee collars are going to increase this season. This follows the number of new smart shapes in new materials and patterns. Open front styles are already taking and are repeated in repps, piques, and madras. One of the neatest of these is made in satin stripe cloth and highly finished. These light-weight finished collars are likely to sell in preference to soft negligees and ties. Scarfs which are selling are also a refutation of soft negligees (except for outing or morning wear): New, best light-weight models are in the regular approved shapes. They are a mid-season novelty for quick turnover in the Summer months and are being ordered with confidence.

Delivery of these novelties is promised for May.



A natty combination for mid-season—light weight pointed collar in a leading number. Shown by courtesy of Cluett, Peabody & Co., Toronto.

Listowel, Ont.—A. J. Smith has sold his dry goods business to M. Cain & Co., of London.

Woodstock, Ont.—The clothing and furnishing business of Fullerton & Graves has been taken over by W. E. Sanford & Co., of Hamilton.

Hamilton, Ont.—Begg & Shannon entertained their employes to the number of thirty-five at the Tudor Inn. After luncheon the members of the firm outlined plans for improving the position of both employer and employe.

Pen-Angle Sweater Coats

Good Sales

Pen Angle
WARRANTED HIGH GRADE
PENMAN'S
CANADA
TRADE MARK

The Pen-Angle line of Sweater Coats for 1913 is far superior (in real selling quality) to any line we have ever shown. It is so comprehensive, so up-to-date that YOU, Mr. Merchant, would do well to consider its trade-bringing possibilities very carefully.

This new line is designed especially to please YOUR customers—those who want something BETTER than the ordinary. It shows many new attractions in designs, color combinations and styles for every occasion.

Stock this line! It will mean "good sales" for YOU, and "solid satisfaction" to your customers.



PENMANS LIMITED

PARIS, CANADA

Hosiery, Sweaters, Underwear

Brighter Colors and Straighter Lines Predicted

A forecast of Fall, 1914 syles—Brushed knit and plain rack finishes will be favored—A long list of new shades to be introduced—Furnishers can improve their business in sweater coats.

MEN'S FURNISHERS have a splendid opportunity in the trend of sweater coat business, coming styles and demand. Sales and styles already show that women are favoring mannish garments. The same style of coats are sold for both men and women. Orders for Fall placing are an assurance of the passing of many of the staple racks for this reason. Samples now being prepared for jobbers' placing for Fall, 1914, are to be brought out with this tendency in view. This change is so marked that manufacturers are adapting their machinery to meet conditions.

Some manufacturers claim they have to recognize the changed demand. Their orders from leading buyers discard many of the early numbers. Sets of machines, which were making fancy racks last November are now busy turning out plainer and heavier stitches or being used for some other purpose. It is said that in some mills expensive machines which cannot be adjusted will be idle. A gradual change is warranted and manufacturers, who are in close touch with the conditions, are satisfied to meet it. They see the demand coming sooner or later.

The general outlook is optimistic and at present, mills are busier than ever. Business has increased on those lines which are selling.

A forecast of 1914 styles, following the English and German mills and the development this season in the United States, can be safely given. There is not the slightest doubt but that the advance of demand this next season will show the same results here. A demand for brighter colors and mannish styles is almost sure to follow the indications. The style development taking place and the new colorings are important features. Brushed knit and plain rack finishes are preferred. The latter are large stitches in tailored garments. Manufacturers are preparing styles that might almost be called extreme. Norfolk and coat styles are to be equally good. Many new numbers are to be introduced.

Sweater coats for both men and women are to be in brighter colors. The colors of the yarns selected are almost similar to the predicted Fall chart and consist of at least 20 new shades. These, of course, are divided between the two makes. The shades for women's garments are straw, primrose, cerise, lighter grays, light and dark blues, saxe, deep tones in reds, tans and browns. Shades of olive and apple greens and purples. For men, the general tones are darker, but the shades include those of the castor order, soft tans and browns and silvery and greenish grays. To these can be added the staple colors of other seasons. The development of brighter colors will result in a hundred striking combinations. Manufacturers are enthusiastic about the correct colorings of yarns and expect to startle the trade with their offerings. Sales are expected to show an advance of 50 per cent. on men's styles in the colors suitable for women's wear.

Here is an opportunity for men's furnishers to obtain their share of this business. Several of the shades made up in the men's coats will sell better than those for women, in the high colorings. Several of the novelty shades can be added to the regular range to cater to both demands. If sales are to be

(Continued on Page 77.)



Novelty fine stitch men's Norfolk coat in leading shades for Fall—a highly tailored garment with convertible collar and inset pockets in approved style for better trade. Made by R. M. Ballantyne, Stratford.

Originality is a good feature of ad.-writing. But you can always get too much of a good thing.

GOOD ADVERTISING

Attractive Arrangement an Essential Point

Many people appraise an ad. at first glance—If it does not attract, they read on—Making an ad. striking or attractive is the first duty therefore—Some safe rules to follow—Criticism of samples.

HOW OFTEN is an advertisement judged on the first glance?

This question was propounded by a prominent advertising man in the course of an address recently to other advertising men. He went on to answer the question himself, giving it as his opinion that a large percentage of advertisements are judged by the average person on the first glance. A person picks up a newspaper or magazine, and skims through the pages. The eye travels rapidly, and the interest shown is generally of a casual nature. It requires an attractive advertisement, or something particularly striking to halt the eye and hold attention. The eye skims each advertisement. If an ad. is bright, attractive or striking, if it possesses that something intangible, something which makes a good ad., the eye stops; if not, it passes on to the next.

This applies more directly to magazine advertising, but it has a large measure of truth also as applied to newspaper work. The average person does not give minute attention to the newspaper. It is skimmed and cast aside. An advertisement requires special qualities to insure for itself a share of the short time that so many people give to the perusal of the newspaper.

All of which leads up to the point we desire to make, to wit, that the writer of an advertisement must give attention to the matter of the appearance of his copy. It is necessary for him to write ads. which will appeal at first glance. If he can do this, he can be reasonably sure that at least nine people out of ten who read the paper, will give some attention to his advertisement.

The general appearance of an advertisement depends upon many things—selection of type, layout, illustrations, heading and firm name being among the most important essentials. The appearance of many otherwise excellent advertisements is spoiled by the use of heavy, splotchy type which sprawls across the page and fills up all available space. Sometimes the fault lies in the opposite direction. In order to insure attractiveness of appearance, the advertiser should insist on the use of one series of type throughout, grading the sizes according to the desire for emphasis of certain parts of the text. To break from one series to another gives a disjointed appearance far from inviting.

Some Canadians Don't Know How Well Off They Are!

Their view of the clothing question is like the view one gets of a distant mountain.

At 5 miles away, the whole surface of the mountain seems a soft, smooth, even green.

At 5 feet, you see the fissures, gullies and undergrowth, while the green has changed to bare, grey rocks.

We said above that some Canadians don't know when they are well off. They sigh for London fabrics and New York styles, when they should realize that they get the best of English fabrics and American tailoring in Fit-Reform Suits and Overcoats.

In Fit-Reform you get the choicest fabrics, imported expressly by Fit-Reform from the leading English mills. You get styles created by the foremost American designers. And you get workmanship of the greatest tailoring organization in Canada.

Fit-Reform is the ideal combination of high-grade imported cloth, best American tailoring and reasonable prices. Why don't you see the new spring styles in Fit-Reform Suits and Overcoats?

Fit-Reform

J. W. FOSTER LIMITED

Two Stores: 333 Hastings Street West, Rogers Building, Granville Street.

An ad. with a striking headline.

The use of very large type is to be avoided unless extensive space is being utilized, and even then it is not necessary to outrival farm sale bills or the heading type on the yellow journals. A heading can be made emphatic, striking and clearly understandable without going to extremes in this respect.

It is chiefly in the matter of layouts that advertisers go astray. They try to crowd too much matter in and force the printer to arrange it the best way he can. In this way, white space (a valuable feature of an advertisement) is eliminated.

An important feature in this respect is the maintenance of balance. Where cuts or panels are used, this is particularly essential. An ad. which seems to sag at one side, or is top heavy through faulty arrangement of cuts, is too ungainly to attract favorable attention. The same is true of panels. Where one panel may be used, it should, if at all possible be centred. Where more than one are used they should be kept of uniform size, and arranged in the ad. to give an even balance. This is not an absolute rule to apply in all cases, but unless there is some good reason to the contrary, writers of advertising should follow it out in arranging their layout.



A neat ad. which might be improved in the matter of layout.

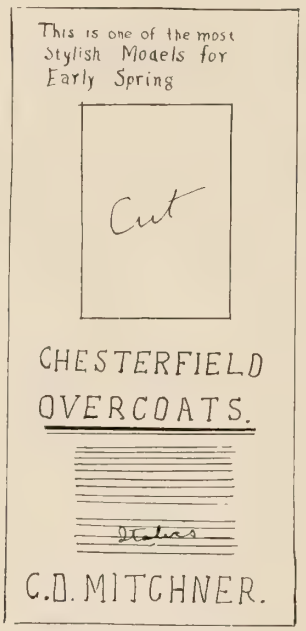
It Catches the Eye

Turning to the ad. of J. W. Foster, one becomes interested at once. The heading suggests something to you; it contains a statement distinctly different from the usual run of advertising matter. One pauses to think in what respect we as Canadians are enjoying an advantage, which we sometimes fail to realize; one reads on into the body of the ad. to find out—and there you are!

In lay-out, this ad. could hardly be improved upon. The indentation at each side provides a good measure and makes the reading matter "stand out."

Improving the Layout

An attractive advertisement in practically every respect is that of C. D. Mitchner. The arrangement of the matter is not as good as could have been effected with the material in hand, however. In the accompanying sketch a revised lay-out is shown



Suggested layout of ad.

which would effect an improvement. The heading is placed at the top, a uniform size of type being used. The cut is centred beneath. All the reading matter is put in the same measure beneath, a comfortable margin being left on either side. With the exception of a double line beneath the word "overcoats," all cut off rules are eliminated; the ad. looks less

"broken up" as a result. The firm name should be put in smaller type than in the original, and in the same series as used in the body of the advertisement.

Attractive Layout of Ad.

A splendid layout is shown in the advertisement of Fitzpatrick & O'Connell. The balance is perfect. The three cuts used in triangular shape lend a perfec-



An advertisement which has been most attractively balanced in the layout.

tion of balance which is carried out in the sizes of the reading panels. In this respect, only one detail is lacking—the headings are not uniform in size.

One criticism might be voiced in connection with this advertisement. Too much has been put into the space, leaving practically no white space whatever. There is a tendency also to say a little too much in the descriptions.

Bright Colors and Straighter Lines Predicted

(Continued from Page 74.)

divided in the sweater coat departments, the men's section have a good excuse for direct competition. Exclusive furnishers have the same privilege. There are good reasons for furnishers who do not handle sweater coats to investigate the conditions which style has created in their favor.

The same arguments that apply to tailoring and exclusiveness are good in selling high-grade tailored sweater coats. Women are not dictating a trend altogether. They are foreseeing it quicker than the merchant. The slower development of the sweater coat business with furnishers, accounts for their idea that only lines up to a fixed price can be sold. This accounts for a lower average of sales than the scope of the ranges suggests. The trade are sometimes hard to convince that better coats are being sold. It has taken time to do although this season it has been easier than formerly. In many cases, higher priced tailored garments have never been tried. There may be a hint to the selling price, but that is not a reason a few real sweater coats cannot be sold. If the regular stores can sell garments up to $75 a dozen, men's furnishers, with better class trade, can handle novelty numbers up to $120 a dozen.

Tailored and mannish styles in sweater coats for next season have a higher fitting standard. Fit in sweater coat is as important as in other clothing. Each furnisher can enthuse with as much authority as in fitting an overcoat or suit. For specialty men's wear shops, natty style, novelty and fit or any of the numerous selling features of quality are good arguments to sell better grade sweater coats to either men or women.

The advisability of going after the demand for mannish styles for women does not mean a largely increased investment. All that is necessary is the introduction of a little more novelty into stock assortments to appeal to the finer trade. The quality of the goods, salesmanship and advertising for this business will effect the results anticipated. There is no question of infringing on the legitimate field of other merchants. The demand for garments that are different and serviceable and mannish style trend in both departments is an opportunity men's furnishers cannot afford to forego. Good merchandising and necessary advertising are the only costs of this extra business.

Courtesy is an asset; lack of courtesy a distinct liability.

Wilbur Holtby is now back at his store in Zealandia, Sask., having been much benefited in health by treatment in the Winnipeg hospital.

Intensity a Necessary Quality in Salesmen

Well known salesman explains some of the ethical sides of salesmanship—The disastrous results of "fear thought"—Only by intense concentration can salesmen overcome this lack of confidence.

THE FOLLOWING address was delivered by Otto Buehrmann at the annual convention of the Indiana Retail Clothiers' Association:

The matter of efficiency in selling is one to which the attention of the clothier is more than ever directed in this day of sharp competition; and with a view of bringing to your notice the advantages of a comprehensive understanding of the art of selling, as a science, to aid the clothing salesman in his work, I draw attention to the prime requisites demanded.

As a salesman of long and wide experience first, and afterwards a student of the laws which govern the mind action of selling, I know that all who sell will find this knowledge of the greatest value to them in their work. The laws of selling demand the highest degree of intensity, personality, mental fitness, a knowledge of the line, concentration, observation and will power to remove fear thought. Application preservence, industry, continuity of purpose; all these are suggested by the one word "intensity."

The ethical and moral features of these laws will be interpreted by the student as his religious views and training may suggest, but I only refer to and use them as selling force alone.

If the salesman is to become a Master of Selling, then the same time and study must be given to the work as would be required to become a Master of Law, medicine or any other of the many professions. The surgeon, for example, has to dissect the cadaver to learn the location of every nerve and muscle that is used as the agent of the brain; so must a salesman dissect styles every part, every feature, of the goods he is selling. to know just where to invoke the assistance of the brain, to make the sale.

No one can know about his business, and as so many near-salesmen know so little about what they attempt to sell, it is apparent they lack the foundation of intensity, ambition, interest and a comprehensive knowledge of what they want to sell. Selling is a definite art, and when the study be given it which such a complicated and far-reaching occupation demands there is a greater field than in any other profession.

To clearly develop the many points of a successful sale, it has been my habit to hold practice or demonstration sales, in which the members of the selling force can be drilled to an approximate degree of perfection in the art. This is the method employed in my Y. M. C. A. work in Chicago. At the "Hub," in that city, we have an open session, after the introduction of the subject of the lesson through the paper read to the class, and it has been found that when the successful arguments were voiced, spoken aloud, in the presence of others, this has the same good results as the class training. The practical thoughts are acted upon, brought into being as a reality, under the stimulus of the impulse, and are not lost in the "some time or other" when we expect to use the argument, but which was not fixed in the mind, not written on the tablets of memory, and was lost forever.

The selling argument, when read to oneself, and not deemed very forceful, when spoken by some other salesman present, was a much stronger selling talk than it was supposed to be. Demonstration sales are like the polishing machines, into which tons of rough iron castings are placed in the immense drums, and these caused to revolve, and, as piece rubs against piece, the friction causes each one to come out a polished bit of metal.

NO FIXED RULES FOR SELLING.

No man has ever found any fixed rules for selling clothing. The practice develops the interest the salesman has in his work and the confidence he has in what he has to sell. As intensity dominates him he develops his own rule, from his knowledge of the mind action of the customer, and as the laws governing this mind action are well known, it implies the salesman must be familiar with them.

To illustrate: The lawyer must know the text books of his profession, and from these he goes to the statutes of the state, and then on to the reports of the court decisions, for his authority, in making his arguments or formulating his briefs. All these last conform to the first, and all selling arguments must conform to the mental laws. As the salesman knows that fundamental principles govern each sale, the same mind action is involved; he knows when to use the statutes of the states, and to make the peculiar application of these laws to the class of persons to which the customer belongs.

To the salesman we would say: Fix the "habit" of intense concentration, to drive out all other habits which take from you the natural ability of a clean and wholesale character, for mental purity is as essential as bodily cleanliness to the well-ordered salesman.

CREATING THE OPPORTUNITY.

To create an opportunity to sell becomes the first necessary step of the undertaking, and in this initial effort of the work a pleasing personality takes first place, for, as we are judged by our dress, so are we placed by our personality, which is created by our



Queen St. entrance, main aisle of the mens' and boys' clothing departments showing the main floor decorations for Openings and Easter. The emblem of Spring and prosperity "Proserpina" with garlands of Spring flowers and holding a lighted globe is a decorative feature taken from the Greek mythology. On intervening pillars are groups of three cherubs from which are suspended bowers and festoons of flowers across the aisles. Courtesy T. Eaton Co., A. E. Apted, display manager.

mind action and mind force. Next, the never-flagging enthusiasm aroused by earnestness of intention: spurred on by a necessity, imagined or real, this never lags an instant in reminding the salesman he must, for it is imperative that he make this one sale, in order to enable him to reach the next one. For as "things thrive on what they feed on," this sale must be made *now* and *here,* to furnish a stimulus for further effort. The one sale made to-day makes two for to-morrow. A sale lost to-day means ten sales lost in the future.

The incentive underlying the work has all to do with the development of the undertaking; to have no incentive of a compelling intense necessity or strong ambition is to build on an uncertain foundation for the future.

The successful approach of a complete absorption in the work, and the necessary time must be given to training, to allow the work to "get into the system" of the clothing salesman, to use an expressive slang phrase, for unprepared action is not warranted. In some persons this complete absorption or obsession may take much longer than in others; in fact, I advance the theory that the deeper the character and thoughtfulness of mind, the longer it takes an idea or conclusion to sink into the sub-conscious mind and become assimilated, for the reason that a well-balanced mind does not take on new theories and thoughts without weighing and measuring them carefully, and does not receive lasting impressions like a sponge; or as a frivolous and superficial character would apparently grasp new ideas. Therefore the advantage of having a certain time and training in order to comprehend and appropriate a knowledge of the laws, through thought and attention, so necessary to success, is apparent. This is an explanation why some salesmen develop slowly, but turn out to be first-class men later.

The "selling talk" is but relating what the salesman knows of his wares, and when he knows them thoroughly he will impart his knowledge as if he felt it to be of the same interest to the customer as to himself. We do not rattle along in thought as we would repeat a nursery rhyme, deep thoughts come but one at a time, and when they are serious and intense they will be so given to the customer.

What the salesman knows about his work is the negative of the picture in his brain, and as it is clear and sharp, well composed, to make a good picture, so will be the print he makes on the mind of the customer, and as every print is far from successful—as you who have had tried to make good prints well know—it demands practice and training to make a perfect picture of what you have to sell on the mind of the customer and make it fit in with the want of the buyer, i. e., his personal requirements.

The salesman must give values as the customer knows them; he must supply the one desire which

has been aroused by the printing process—and let me add—as the perfect print must be fixed at the proper moment; watch the customer, to fix the print in his desire, and close the sale then and there. A print which has to be made over again, a sale built up again which has fallen down, indicates a poor negative, due to lack of "intensity" on the part of the salesman.

The element of time in selling is the only limitation of the efforts of the salesman. He has but so much time at his command, at most eight hours of active service in the day, and if he spends but two minutes of each hour in searching for an answer in his mind to this or that question or argument of the customer, or twenty minutes in the day "entertaining" the customer, figure out the number of days lost in the year!

All salesmen know the quicker the sale is made, in keeping with the importance of the article sold, the better the customer is satisfied. His imagination is stimulated to a higher appreciation of his purchases, and in this clothes selling business, as in all other lines, to effectively win a customer over is to be almost certain of making another sale, through the recommendation and suggestion of this satisfied customer.

There has been a great change in the last few years in the management of the salesmen on the floor. It was once the habit to "fire" a man for inefficiency; but now it is the rule to educate him, when he has the ability to understand; the theory, and as every clothing salesman knows it is better to make a sale than to lose it, he will be anxious to learn how and why he can make the sale and to increase his compensation.

Have you ever noticed in all your selling experience the complete absence of the negative in making the sale? This is but conforming to a well-known law, that the subconscious mind acts only on a positive suggestion, and answers but to the imperative command to "do thus and so," and as this subconscious mind is the source of action, banish all negatives, for negatives cannot tell this latent force what you, as a salesman, want the customer to do. Negatives never made a sale! Don'ts to the force are ineffective, for they do not stimulate the subconscious mind to action. It is the Do's that make an impression.

Excuses are all negative; equally so explanations. The "reason why" I did not sell the customer, is negative from A to Z. Hold the positive thought in any and all sorts and kinds of work, to succeed as a salesman; this is the law of all successful mind action in selling. The will power is the means by which this force is to be kept constantly on watch, for the little demon, Fear-thought, is always perched on the shoulder of the salesman, whispering, "You cannot do it, you cannot do it; no use to try to sell this man," and giving as many reasons "why not" as the salesman will listen to. And it is only by the exercise of the strong and trained will power he can be dislodged.

BANNING THE FEAR THOUGHT.

A most interesting plan to chase this demon of "Fear-thought" away was recently given by a learned student of this profession of selling. He suggested to his class: Carry a short piece of wood in your pocket, and, as you go forward to wait on the customer, clench it as hard as possible; at the same time think of the most pleasant thing that ever happened to you; thus fortified with the recollection of pleasant thoughts and the nerves steadied by the discharge of muscular energy through clenching the bit of wood, you are in the proper frame of mind to meet the customer and sell him.

"Fear-thought is the lack of will power, and to stimulate the exercise of will power this lecture of a very learned life insurance instructor of agents is given to show that this attribute of mind can be cultivated and controlled to do the bidding of the brain. Said he: "In touring the British Islands, we came to the Isle of Man, and learning of the curious fact that a very old special privilege of coining a copper currency had been granted these Manxmen, I desired to carry away some of these new bright coins as souvenirs. I visited the Treasury, and found it closed, and, as the following day was a legal holiday, the Treasurer had gone on a visit to some friends several miles away. The attendant assured me that there was no way by which he could have the safe opened to secure the coins, other than to induce the Treasurer to come back and in person let me have them.

"This very opposition aroused the true spirit of the salesman in me," said he, "and I determined to have these coins before I left the island. I used this argument to the custodian; 'Here I have come thousands of miles to see your beautiful island, and I appreciate its beauties so highly that I must have some of these rare and unsullied coins to carry away with me; I want you to go and get a conveyance, at my expense, go after the Treasurer, and tell him an American gentleman begs that he will come and sell him some of these curious coins; your time will be well paid for if you succeed.'" Note this point, of enlisting a capable lieutenant in his cause, a feature not to be overlooked; he wanted to accomplish results, and he used all and every means at hand to do it.

The man brought the Treasurer, who opened the safe, sold a bagful of the singular coins, with the most ancient adaptation of the swastika on its face. In concluding the story the insurance man said to his agents, "I will give each man here present one of these coins, not as a fetish, but to carry in his pocket, to remind him of the determination and will power which secured it for him. And when he thinks he cannot sell his customer, let him feel of this coin and be equally insistent." All clothing salesmen can practice such auto suggestion with equal force.



A simple arrangement of Spring shirts and neckwear, combining several units on up-to-date pedestals and tables with glass plates. The grouping is effective and well balanced in so large a space. Courtesy McKinnon's, Ltd., by F. L. Kickley.

Concentration, when selling, is an indispensable mind condition. With thoughts wandering hither and thither, there is no record made on the brain cells for future use. There is no good negative produced.

NO TIME TO ARGUE.

It is but the one subject in which the salesman is interested, and in order to make this subject an ideal success, all the energies of mind and body must be focused on the sale. A wonderful selling suggestion is contained in the sublime injunction of the Master: "If a man smite thee on the right cheek, turn unto him the other also." This tells the salesman he has not time to give to the matter of making a long contention, of claiming his rights, no time to demand the protection of the law, no time to argue with this or that question. He is much occupied with the pursuit of the ideal that he passes by and over all the small inconveniences and incidents of life. These are of minor importance, as compared with the grand total of results.

Auto suggestion says: Hurry! Hurry! All obstacles are but as pebbles in the way! No time for aught else but to reach the goal—the sale!

Here is a good illustration of how "Intensity" supplied the quick wit for the salesman, who, having sent in his card to the buyer, was told: "There is nothing in your line to-day." He promptly sent the attendant back, with a request that his card be returned to him, for he had seen the buyer, through the door left ajar, tear it up. To return it was an impossibility, and the buyer sent him a nickel "to pay for the card." He sent in another one, with the message, "I give you two of my cards for a nickel." Useless to say, he had an audience with the buyer, resulting in a sale.

Sometimes the effort of the salesman is abandoned just at the turning point; he makes a good start, but he has not been in the work long enough, not absorbed it, for it to become a part and parcel of his innermost nature. The sub-conscious mind had not been surcharged with the details of his work, and Fear-thought compels him to "turn the customer over" or lose him. "Intensity" will suggest the determination to him to make the sale then and there.

A pleasing personality is developed when the body and mind are absorbed in a good work, and the intelligence developed by study is the "open sesame" to the attention and good-will of the customer.

The salesman is but a means through which the



Suggestive and well arranged showcase of novelty shirts, ties and collars. Courtesy of Hickey & Pascoe, by E. K. Dallimore.

clothing buyer can receive a benefit, and he is doing him an inestimable favor. His interests as a salesman are nothing as compared with the possession of this benefit to the customer, and he overflows with the earnestness of his line and his word. He obliterates himself. He thinks of the advantages he is bestowing on the customer. His entire argument is brought out, not aggressively, but calmly and in a low and even tone which becomes convincing and carries conviction, because he believes what he is saying, because it is true, and truth is always "Intense."

Your will power, the psychic force of an intensity beyond that of the customer, compels attention, and you chain his interest and arouse his desire to action. All this is a game. If you sell, don't be overproud. The game is nothing. The skill is all, and success is only a game, but a noble game, and the game is worth playing for the skill.

St. Thomas, Ont.—Burglars broke into the men's furnishing store of Geo. W. Midgley and stole a quantity of clothing, showing a preference for knit ties.

Sturgeon Falls.—Miss Agnes McInnis, of Cache Bay, is opening another millinery store.

* * *

Kelowna, B. C.—W. E. Tait, of Kamloops, is opening a branch store of W. E. Tait & Co., here.

* * *

Davidson, Sask.—The Davidson Millinery store, for some years conducted by Miss M. M. Storey, will be managed by Loree & Co. in connection with their general dry goods business.

* * *

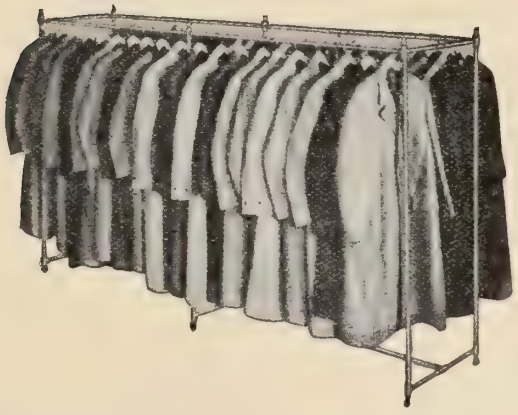
Washington.—Removal of all tariff from raw wool has been agreed upon between President Wilson and the members of the House Committee on Ways and Means as the result of conferences that ended to-day.

* * *

The present plan, which will have the unanimous endorsement of the Democratic members of the committee, provides that wool shall be placed on the free list, an end for which the free wool Democrats of the House have fought for two years.



A Clothing Store Equipped with Taylor-made Double-Bar Polished Steel Tube Racks



Made of Polished Steel Tubing. No paint, no rust, no tools or trouble to set up.

Shipped K.D., crated ball socket rollers.

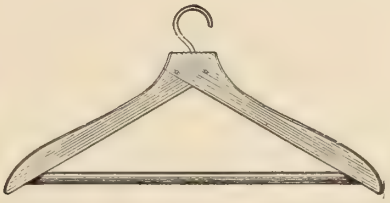
6 feet long, 6 post	$10.50
8 feet long, 6 post	11.50
10 feet long, 6 post	12.50

Made of Oxidized Steel Tubing.

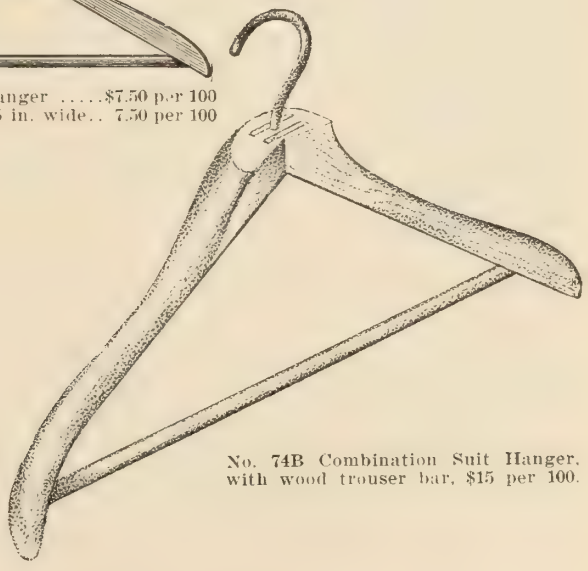
6 feet long, 6 post	$13.00
8 feet long, 6 post	14.00
10 feet long, 6 post	15.00

Suit Racks, 5 feet high, 26 in. wide.

Overcoat and Ladies' Garments, 6 feet high.



No. 331B. Suit Hanger .....$7.50 per 100
No. 33B. Boys', 15 in. wide.. 7.50 per 100



No. 74B Combination Suit Hanger, with wood trouser bar, $15 per 100.

TAYLOR MANUFACTURING CO.

HAMILTON -:- -:- **CANADA**

Mail Orders Promptly Filled

The Responsibility of Heads of Departments

Are buyers and managers supposed to conform to all the rules of the establishment?—Answers given to pertinent questions regulating relations of department head to firm and to employees.

THE HEAD of a department in the store is a link between the management and the employees. He directs the work of the staff in his department according to the rules laid down by the proprietor or management of the store. It follows that, as he must interpret the rules and regulations of the establishment in the control of those under him, he is to a large extent amenable to these rules himself. At the same time, his duties are such that he cannot be restricted by hard and fast rules and a certain amount of freedom must be allowable. What then is the status of the department head; to what extent is he responsible for his own personal habits and his adherence to rules?

This is the gist of the problem submitted in the March 19 issue of The Review. To make the matter clear, however, it will be as well to quote the question as it was presented in that issue:

"Every store has salespeople and department heads who are not included in the observance of store rules. The latitude which these salespeople have in handling their departments leads to freedom from rules.

"Some rules are not listed. The firms are unable to define exact rules to apply to all. Some conditions cannot be covered by printed rules.

"Should department heads be held responsible as an example to fellow employees on the following:

1st Deportment.
2nd Financial Standing.
3rd Social Connection.
4th Traveler's Friendships.
5th Deference to the Firm."

Many excellent replies were received from which the best have been selected for publication. They are herewith presented.

DEPARTMENT HEADS ARE RESPONSIBLE.

To be successfully conducted, every business must have rules for the guidance of its employees, and hold the employees accountable for the observance of the rules. There would be general rules which should apply to all employees, and in addition, special rules for the guidance of junior salespeople, buyers, and department heads in their general different services in connection with the business.

The oversight exercised over a junior and the rules to which he would be expected to conform would be very different from the rules laid down for the guidance of the head of a department and the comparative freedom under which he would serve, but each in their different positions ought to be held strictly amenable to the rules given for their guidance. We think department heads should be held responsible to be an example to fellow employees, in all things which pertain to successful business, and more, we would expect the head of a department to use his influence in directing the conduct and shaping the character of those committed to his care and to endeavor to build them up into first class men.

Are we asking too much of heads of departments? We think not and where they are men of character they will realize their posistion as giving them an opportunity of thus being of service to the employees under them, and to the firm.

In the department, the department head ought to be a model of correct deportment, or how can he expect suitable conduct on the part of those committed to his care? And we would also expect him to carry himself in a worthy manner outside of business hours in order that he might be able to retain his influence during the hours, and in the place, of business.

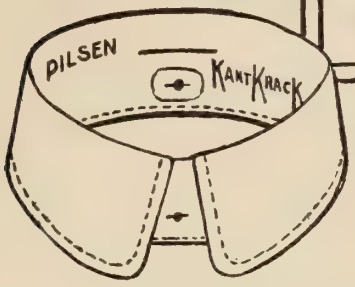
Financial Standing.—Some people might think the proprietor of a business had no responsibility as to the financial standing of his employees, but we would not hesitate to take an interest in the monetary position of the head of one of our departments, and we give other reasons, as well as the force of his example why he should guard his financial standing.

Social Connections. — Man is a social being, and much of success of an employee's work will depend upon the social life he leads, and those in positions of trust should look well after their standing in society, not only that they may be an example to others, but that they may further their own interests, and the interests of those whom they serve.

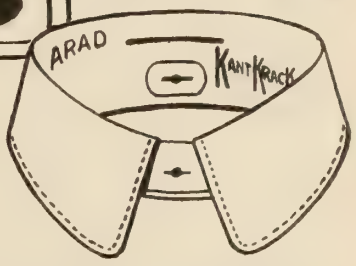
Traveler's Friendships—The head of a department may well with profit to himself and to the firm he serves, without the friendship of the travelers from whom his firm buys, for he will find many decent fellows on the road, and be able to get much information which may prove of benefit to him and his firm, and an exchange of ideas between them may serve them both but care should be exercised in the choice of such freindship, and nothing said or steps taken which would interfere with his entire independence.

Deference to the Firm—We like the word loyalty when speaking of the relationship which should exist between a firm and its employees, and we think as long as a man continues in the service of a firm he should be loyal to his employers, and in all relations between trusted employees, and their assistants, all

KANT KRACK COATED LINEN COLLARS



Not best because they are KANT KRACK but because they have the KANT KRACK features which are protected by patents



—the long slit over the back buttonhole giving the necessary spring, thus enabling the wearer to insert the button easily, ensuring long wear—the riveted flap which reinforces the usual weak spot in waterproof collars—the easily cleaned feature (water, sponge, soap). Looks like linen and wears better. *"One grade only and that the best."*

(Made in Canada)

The Parsons and Parsons Canadian Co.

HAMILTON -:- -:- -:- ONTARIO

The Tailoring of Excellence

SEND FOR OUR NEW SAMPLES

Our made-to-measure business, having grown to such an extent, we were forced to broaden our field and extend our facilities for meeting the increased requirements.
We want an agent in every town and city in Canada to handle our line of made-to-measure clothes for men. This is a growing section of the tailoring business, and one which you cannot over-estimate.
Our samples give your patrons a very wide range to select from, and our styles are strictly right-up-to-the-second.
Write to-day for the agency for your town.
Stock Suits made up from your slow selling piece goods—cut, made and trimmed at $5.00 up. **Special $7.50 up.**

"We use the label."



EVANS TAILORING COMPANY

342 & 344 Queen St. W. RING US UP—MAIN 5290

WHOLESALE TAILORS TORONTO

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates



(Made in France)

Guaranteed for one year.

S. E. Porter & Co.

Sole Agents for Canada.

Complete Stock on Hand

at

"Birks Building,"
MONTREAL

due deference should be shown to the firm in heart, speech and behavior. W. C. Forman.

The Influence of Heads

In all organizations, whether mercantile or otherwise, there must of necessity be a head or controlling influence. Where organizations are large, such as in a departmental store, the head or general management knows that each individual department cannot have his daily personal attention; and, therefore, appoint in each department one out of the number of employees in that department to be head of the department.

Now in appointing such person, the management believes that the head is a competent and reliable person and will oversee and conduct the business of his department to the best of his ability and thus work for the full interest of his employer.

There are certain printed rules laid down in all business houses for the restraint and guidance of its employees. There are occasions, however, which arise when the department head may find it necessary to deviate slightly from these printed rules; such as for instance, your store caters both to wholesale and retail trade. Now your firm have a fixed discount which is allowed off the retail price for wholesale — say 20 per cent. Now you, as department head, are serving a wholesale customer; there are certain lines which you are desirous of clearing out and you, therefore, allow the customer a greater discount than is laid down in the store's rules, this you do conscientiously, and it is to the advantage of your employer that you do the same, but is not as per rules of your store. A head of a department should, therefore, not be bound by hard and fast rules, but should be permitted to use his own discretion in matters pertaining to his department.

There is in all mercantile business a claim as it were, of responsibility which starts from the head or employer, and is continuous down to the parcel boy. To have successful business, this chain of responsibility must be strong. Each link must stand the strain. Heads of departments in all business form the vital link and are responsible for much and should be held responsible by their employer that they may be an example to their fellow employees.

First: In deportment they should be most guarded that they do not either by word or action say or do such things, vulgar or common, which would tend to lessen a junior's respect.

Second: His financial standing should be such, that for example, he will not have a collector calling upon him every now and then to make collection for some debt he owes, which must of necessity give the impression that he is either a spendthrift or does not conduct his personal business affairs in a way which is very creditable. It is most advisable that he have a bank account, be it ever so small, as a great many of our banks permit a check to be drawn on a savings account; and thus the payment of a debt by check is made in a more business like manner and a double receipt for money paid is obtained in this way. Further, having a bank account lends perchance a little prestige. Not long since the parcel boy in our store came to me and picked out a suit of clothes; saying, "I will take this one, but will have to draw the money from the bank to pay for it." I was somewhat surprised that the little fellow had an account, as I knew his pay was small, but on asking him about it he said: "Why each week I deposit two dollars." I told him to ask the cashier at the bank for some blanks; he did so and when he came back from the bank, wrote his first check. He was very proud to write it, but after having written, was very diffident about having it go through the office as he said the boss might think he was paying him too much wages. I assured him to the contrary, however, assuring him that Mr. ———— would but see that he was careful of what he had. A boy or man who can look after his own pecuniary affairs satisfactorily, will in all likelihood look after his employers much more satisfactorily than a person who cannot.

Thirdly: Heads of departments must look to their social connections. It is well to make all the acquaintances you can, but on no consideration make a companion of that person who has an unsavory reputation as "we are judged by the company we keep" and being judged in an unfavorable light is detrimental both to yourself and firm.

Fourthly: Whether or not the head of a department is buyer for his department, it is most advisable that he cultivate the friendship of the travellers who visit your store as the traveller may be able to make little concessions or help you in the selecting of goods and, if on friendly terms with him, he will do this much more readily than if treated as a total stranger.

Fifthly: Department heads should most assuredly be held responsible that they show at all times deference to their firm; it is from this source that their livelihood is gained and if they themselves do not show the firm respect, how can the other employees be expected to show deference to their firm and employer.

Charles D. Ross.

Heads Need More Latitude

The men who are responsible for the successful handling of their departments, are, in the majority of cases, men who have followed the examples of those who were their instructors and employers in years gone by. A man in this position, if he is to make a success of his department, must have a certain freedom which is not allowed to the general staff. Otherwise he cannot command that respect, which is due to anyone in authority. It is the privilege which

(Continued on page 98.)

DANIEL WEBSTER

Defined the word

"QUALITY"

as

"Superb," "Gentlemanly," "Relating to the Excellent"

And he must have foreseen our Line when coining these superlatives. Anyhow, we have taken his definition as a foundation and built his very **Meaning** into our goods, hence our slogan

"All that the Name Implies"

is a true description of

The "QUALITY" Brand Waterproofs

PROVE IT BY SEEING WRITE FOR SAMPLES

Toronto Waterproof Mfg. Co.

30 Wellington Street West

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto

Editor of Dry Goods Review.—"Will you give us the address of a firm or firms making wall board?"

Laidlaw Lumber Co., Toronto; The Beaver Companies, 370 Wall St., Ottawa; North-Western Compo Board Co., 4306 Lyndale Ave., Minneapolis.

* * *

Editor of Dry Goods Review.—"Where can we procure stamped linens and coronation braids?"

Hambly & Wilson, Toronto.

* * *

Editor of Dry Goods Review.—"Kindly give me the names of some firms who make band uniforms to order."

The following firms specialize in band uniforms: Crown Tailoring Co.; Austin Military Tailors, Toronto; Miller Manufacturing Co. make duck coats for Summer wear.

* * *

Editor of Dry Goods Review.—"Where can we procure wooden curtain poles by the foot, also fittings?"

Geo. H. Hees, Son & Co., Toronto; Daly & Morin, Montreal, and Henry E. Hayhoe, Toronto, handle curtain poles and fittings.

* * *

Editor of Dry Goods Review.—"Kindly give us the address of the manufacturer of adjustable display tables."

The Taylor Manufacturing Co., Hamilton; A. S. Richardson, Dale & Pearsall, Jones Bros., and Clatworthy & Son, Toronto; and Oscar Onken Co., 657 4th Ave., Cincinnati, Ohio, make adjustable tables.

Editor of Dry Goods Review.—"Where can we procure a catalogue of the latest in parlor curtains."

Any of the jobbing houses will send you circulars of lace curtain designs, and prices on request. Write Geo. H. Hees & Son, Toronto, Prime & Rankin, Toronto, and R. H. Cosbie, Toronto, for cuts or samples of novelty or higher priced lines. Special designs in arch hangings also carried by several of these firms.

* * *

Editor of Dry Goods Review.—"Can you supply us with the information as to where to obtain some simple machine or plyers that will replace dome fasteners on gloves. We are continually being bothered with people bringing back gloves to have dome fasteners put on, and having to send them away is a nuisance.

If you can give us this information you will greatly oblige."

The United States Fastener Co., 95 Milk St., Boston, Mass., U.S.A., make machines for replacing dome fasteners on gloves.

* * *

Editor of Dry Goods Review.—"Can you tell us the names of firms, who supply perforated and transfer patterns?"

J. H. Olmstead, 37 Galt Ave., Toronto, and Charles Walker, Church St., Toronto, will be pleased to make perforated patterns.

Write any of the pattern houses for designs of hot iron transfers. Any pattern agency can secure them to order or merchants can secure an agency and sell transfers with regular patterns.

HOW ABOUT YOUR SORTING BUSINESS?

A few new lines coming forward every week puts new life and enthusiasm into your salespeople, and is a wonderful help in building up the sales, the profits and a reputation for always having new goods on display.

No house in Canada can be of such service to you during the Sorting Season.

No house in Canada puts forth anything like the same effort to meet your every want during the Sorting Season as we do.

We show all that is new in

Ladies' Costume Cloths

Tweeds and Worsteds for Ladies' Tailor-made Suits

Men's Fine Woollens Tailors' Trimmings

Silk and Satin Linings

We have a big stock of Black and Blue Serges and Worsteds at old prices. "Buy Now."

Nisbet & Auld, Limited

32-34 Wellington Street West, Toronto

Plans and Lay-Out for L-Shaped Store

Men's Wear Department featured in proposed lay-out for new store—Front position in establishment is desirable for this section—Locations and plans for other departments.

Editor of Men's Wear Review:

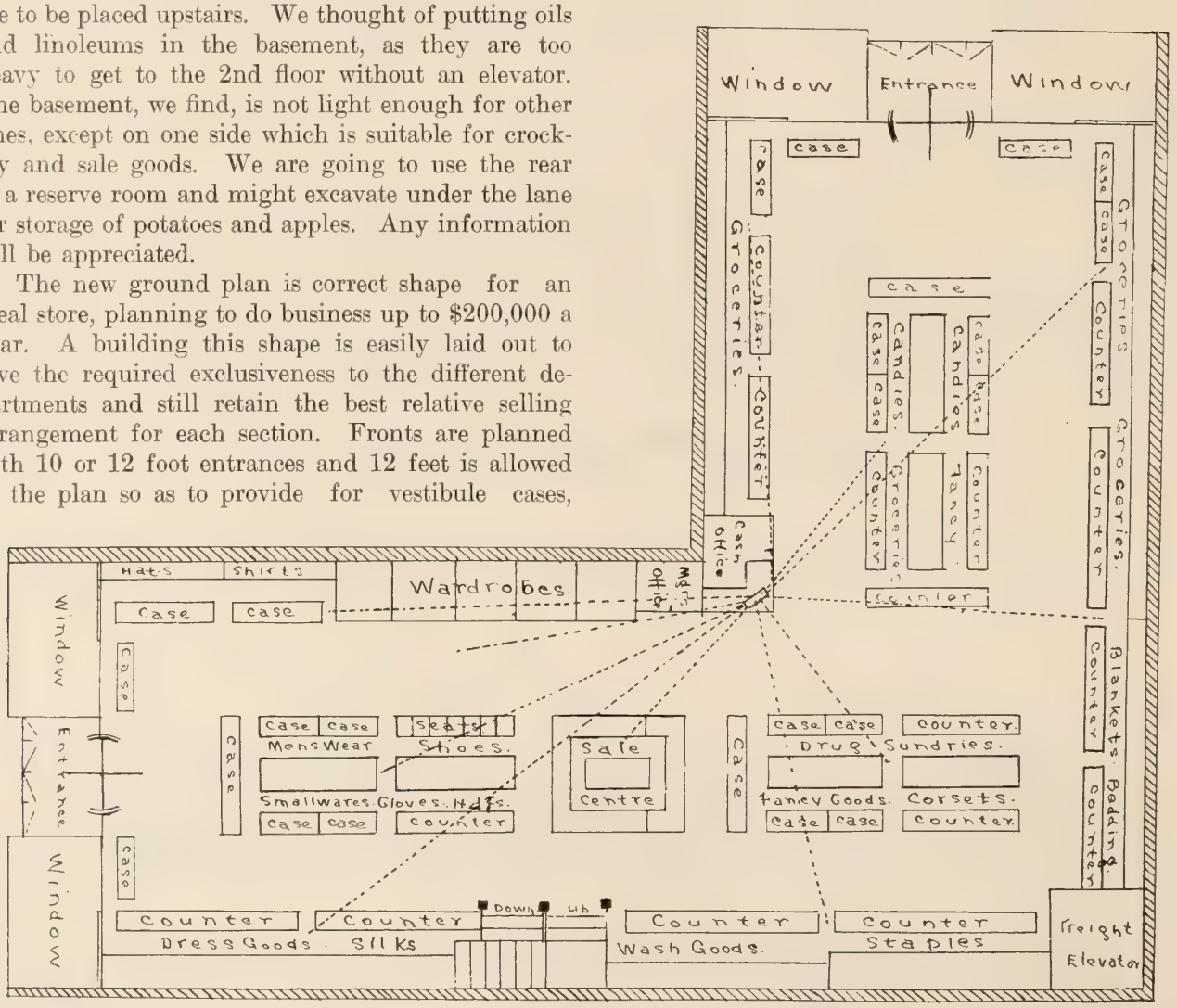
Some time ago we wrote asking about a proposed store plan. The scheme we had in view has fallen through, but we have another now. The ground faces on two streets and is L-shaped. There is 40-foot frontage on one side and 42 feet on the other. The lot is 108 feet deep and 90 feet at the base. We want the main entrance on the narrow front, as the street leads down to the Post Office. We would like some suggestions for convenient layout.

We propose to carry the following lines on the first floor:—general dry goods, men's furnishings (not so much men's as children's and boys' clothing) and wish to add drug sundries and candy departments. We intend to put groceries in the part of the store on the side thoroughfare.

House furnishings, millinery and ready-to-wear are to be placed upstairs. We thought of putting oils and linoleums in the basement, as they are too heavy to get to the 2nd floor without an elevator. The basement, we find, is not light enough for other lines, except on one side which is suitable for crockery and sale goods. We are going to use the rear as a reserve room and might excavate under the lane for storage of potatoes and apples. Any information will be appreciated.

The new ground plan is correct shape for an ideal store, planning to do business up to $200,000 a year. A building this shape is easily laid out to give the required exclusiveness to the different departments and still retain the best relative selling arrangement for each section. Fronts are planned with 10 or 12 foot entrances and 12 feet is allowed in the plan so as to provide for vestibule cases, double door entrance and revolving doors. The show windows are from 12 to 14 feet, which is sufficient for all lines of goods or can be divided into convenient size for small or special goods.

The main floor is divided into side wall and centre circle layout, which gives ample counter, aisle and table space. Proposed counters, cases, shelving and stairway, office and cash system plans are not so much a matter of superior equipment, but the best to give an efficient service. In making the lay-out the size and shape of the floors and the average importance of the different departments in a business of this size are considered. However, some departments may warrant more important location. Changes in section location at seasonable times are also foreseen as far as possible. Sections are adapt-



Main floor layout for an L store carrying a general line of Dry Goods, Men's-Wear and Groceries. The frontages of this store are 40 and 42 feet; depth 108 feet by 90 feet on a lane.

Wholesale Custom Tailors

Wm. H. Leishman & Co.

Limited

OUR Fall, 1913, line is in the hands of our representatives, and will be presented to you at an early date.

If the line you are now handling is absolutely perfect and cannot be improved you, of course, will not be interested in our proposition.

We would, however, like to demonstrate to you the real points of the Leishman clothes that took six months of hard work and a great deal of money to perfect.

Every day brings complimentary letters from many points of the Dominion referring to the superiority of the style, fit and finish of our garments.

Arrange to have one of our representatives call on you with our Fall samples. Write to-day.

Wm. H. Leishman & Co., Limited

119 Adelaide Street West

Toronto

Makers of the Best Tailored Garments for Men

able in the space allotted to each and the amount of space required by those lines which depend on these changes.

MEN'S WEAR SECTION.

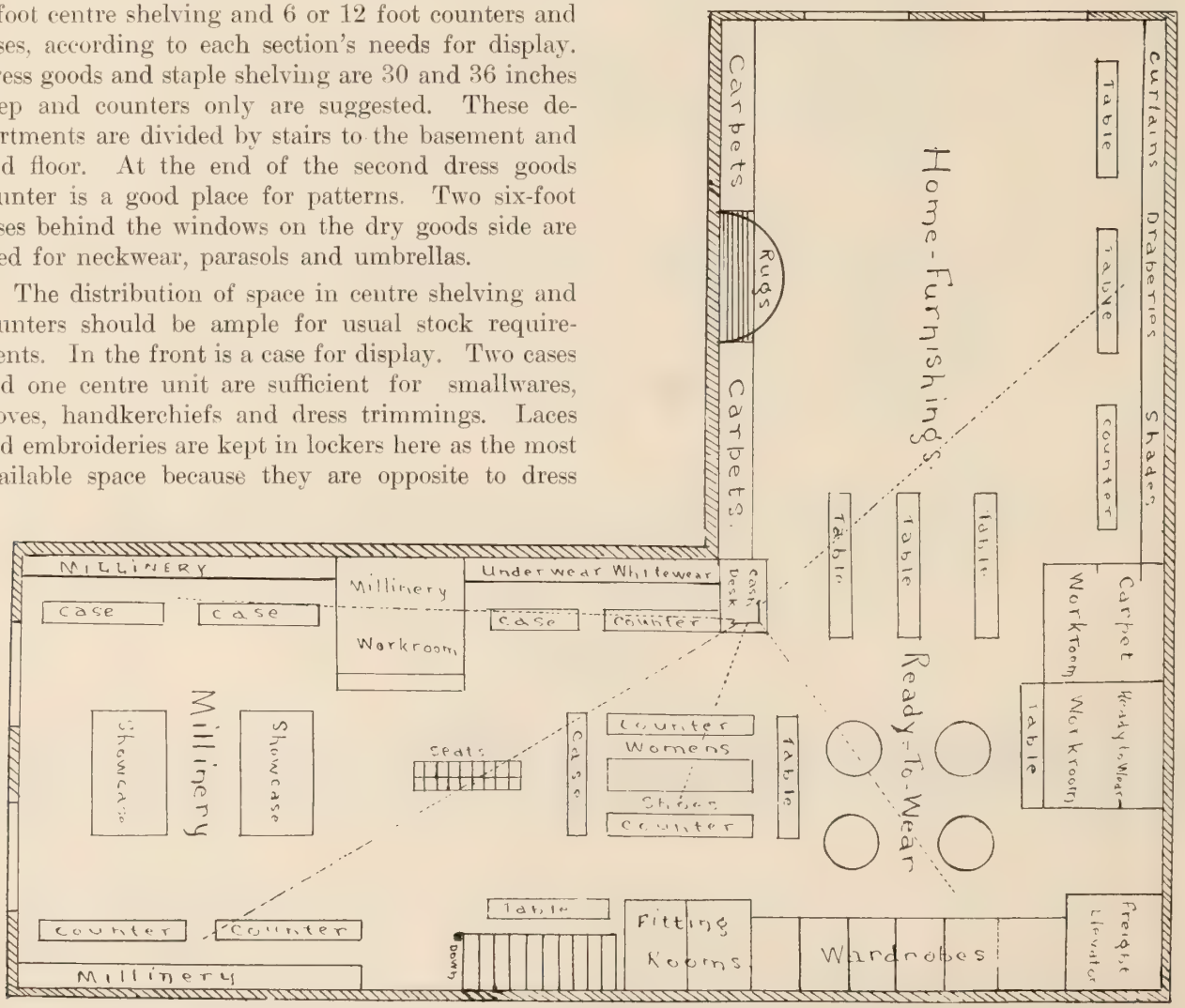
There is just a foot difference in the main aisle space of the front and rear stores. The men's wear section is to the left of the store and to the front because men are sometimes averse to passing other departments. It consists of hat and shirt cases and wardrobes approximately 30 feet long with ten foot cases and plenty of aisle room. The cases here are 27-30 inches wide and the wardrobes 5 feet or less deep, according to the style used. To the left of the entrance, two cases in the centre are reserved for men's neckwear, collars and accessories. Men's shoes are arranged in the space opposite the wardrobes because of the suggestiveness, when selling suits. The advantage of wider space and quieter business is also apparent in completing a sale. Shoes are provided for as, in the previous layout, they were carried.

For the balance of the plan counters and cases are estimated at 30 inches deep and aisle space from 27 to 30 inches as required by different departments. The centre is laid out in squares of 12 feet with a 3 foot centre shelving and 6 or 12 foot counters and cases, according to each section's needs for display. Dress goods and staple shelving are 30 and 36 inches deep and counters only are suggested. These departments are divided by stairs to the basement and 2nd floor. At the end of the second dress goods counter is a good place for patterns. Two six-foot cases behind the windows on the dry goods side are used for neckwear, parasols and umbrellas.

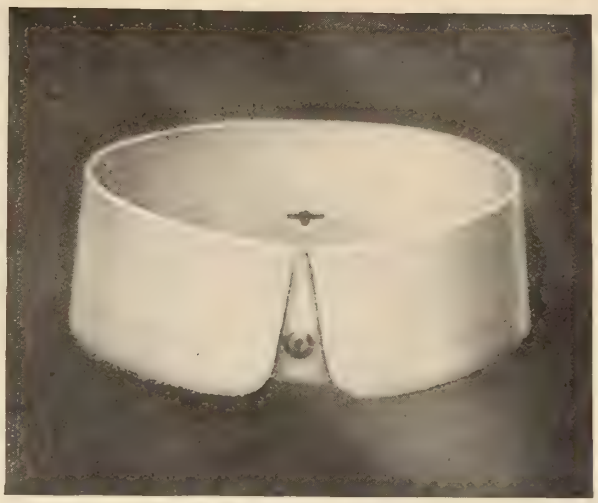
The distribution of space in centre shelving and counters should be ample for usual stock requirements. In the front is a case for display. Two cases and one centre unit are sufficient for smallwares, gloves, handkerchiefs and dress trimmings. Laces and embroideries are kept in lockers here as the most available space because they are opposite to dress goods. A centre sale circle is shown to provide for displaying goods from these sections at seasonable times. This also allows for sale goods from upstairs or for hour or special sale lots.

The same kind of arrangement is put at the rear to stock fancy goods and corsets. Drug sundries are opposite as some of the lines in the fancy goods section are kindred and both can utilize the display case to splendid advantage. This location also adjoins groceries and secures any benefit of business in both sections of the store. To the rear are lockers and tables for bedding or displays of staples at seasons when the demand necessitates the change.

Groceries are confined as a store in themselves so as not to lose any of the exclusiveness of a high class business. The location of different lines is only a matter of good stock-keeping. In the sales-section next the office, 36-inch space is available back of the counter, by putting the counters and cases in line with the front of the cash office. A smart candy department can be designed in the centre square and to this a soda fountain may be added opposite drugs. If this is not feasible, the department includes fancy groceries and confectionery. The case at the front are for feature displays of special lines.



Plan for second floor providing for Millinery, Shoes, Ready to Wear and Home-furnishings Stocks.



PUSH

"Arlington" Collars

They're worth the effort

for every "Arlington" sale means a satisfied customer and incidentally many sales of collars and other furnishings. The Arlington Waterproof collar is a strong link in the chain of successful business. It is the leader of all easy laundering or waterproof collars—never turns yellow. Made in six grades, 4 grades made of coated cloth and 2 grades of solid stock, each superior to any other make at the same or higher price. Send for samples. They are dressy; no linen collar looks neater.

The Arlington Company of Canada, Limited

58 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



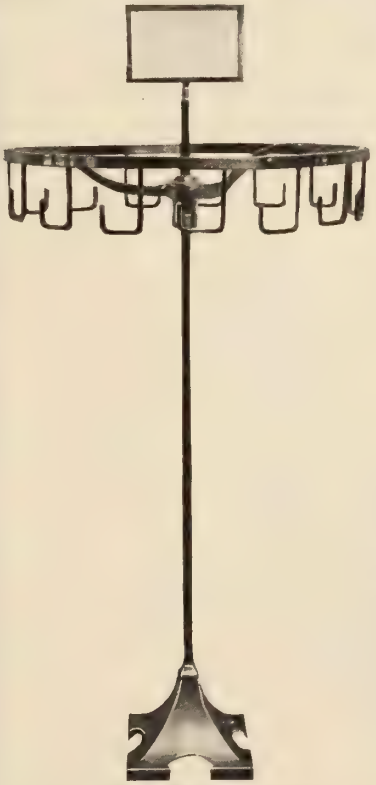
"KING EDWARD" SUSPENDERS

Retail 50 C. Price



Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO



No. 1130 Eiffel Tie Stand.

When Buying Fixtures

BUY THE BEST

They cost no more and will outlive the majority of other makes. The

"Clatworthy"

line is known from coast to coast, and can be relied on for quality and up-to-date design.

Send for our catalogue and see what we have to offer you.

No. 1130 tie stand is for counter display of string ties. Note the beautiful lines of the Eiffel base.

CLATWORTHY & SON, LIMITED
The Largest Makers of Display Fixtures in Canada
161 KING STREET W. - TORONTO, ONT.

LOCATION OF OFFICES.

Private and cashiers' offices are as near the centre of business as possible. Besides a full view of the entire floor is seen. The cash desk is situated at the shortest distance from the important sales departments and 11 or 12 carriers are ample to handle all the business in a store this size. A freight elevator is placed at the back but the space is also good for a central parcel desk. In case the elevator is not installed, an extra stairway from the grocery to the housefurnishings is worth the space needed. There might be an option of reaching this department by the stairway at the rear of the bank. If any other improvement is added, three parcel desks in the centre shelving would facilitate sales and combine with a system for quick service.

Millinery, shoes, ready-to-wear and house-furnishings are arranged on the second floor so as to avoid the least friction, the first takes all the space in front in line with the top of the stairway. A good size workroom is convenient and the shelving, counters, cases and tables shown are enough for any millinery department in an average town. Shoes are stocked in the centre unit and the department has 96 feet of shelving room and 36 feet of case and counter. The fitting seats take up the room some times left between two departments. Whitewear and underwear are between the workroom and the upstairs cash-desk. Corsets are kept in this section by some stores and a duplicate stock results in sales enough to justify the space and extra fitting facilities.

EQUIPMENT FOR READY-TO-WEAR.

Two fitting rooms at least 6x6 feet are necessary to avoid confusion and the quietest place is in rear of the stairway. Coat and suit wardrobes, adjustable racks or rods from the fitting rooms to the end are needed for a growing ready-to-wear department. Circular racks are for dresses, wrappers, underskirts and children's garments. Tables are used for blouses, whitewear and sale goods.

Alteration and carpet workrooms are adjacent on account of the co-operation of these sections, with good management one room and one staff is enough to serve both. The space for piece carpets and rugs and shelving layout for draperies, curtains, shades and fittings depends on the stock more than in any other lines. The tendency is to provide more equipment for rugs are not kept on racks, the next best arrangement is to stand the rolled rugs upright and divide them at intervals by a projecting arm to keep the piles from telescoping. Carpet shelving is 30 inches deep. The bottom shelf is 38 inches high and the balance (not more than two high) are 30 inches. For draperies and curtains the tables are fitted with brass rails. A long rod from the front to the workroom is in the correct light to show these goods. These rods are bound with tape or felt to keep the materials from slipping, when shown. The balance of the stock on this floor is arranged for convenience and best use of the space in serving customers.

The small cash desk and carrier service on this floor is in close touch with the main offices just below. An upright basket chute or cash box and telephone meet all contingencies.

DETAILS OF FIXTURES.

Counters, cases, tables and all wood-work are finished to match and give the best service. On the main floor oak or mahogany counters and cases are preferred. Shelving is painted white or grained in light or dark oak. Fixtures upstairs are preferably mahogany or the departments done in a soft gray. The walls on both floors should be plain ingrain or small design in tan, soft grey or green or period decoration finished with a light ceiling and a neat conventional border. Hardwood floors and rugs or heavy pile carpet in green, tan or grey are usual on the millinery and ready-to-wear floors. Of course, a high-finished hardwood floors the best back-ground for carpets and rugs. The cost of putting this down is not great and the extra sales and enhanced appearance of the goods are a quick return on investment.

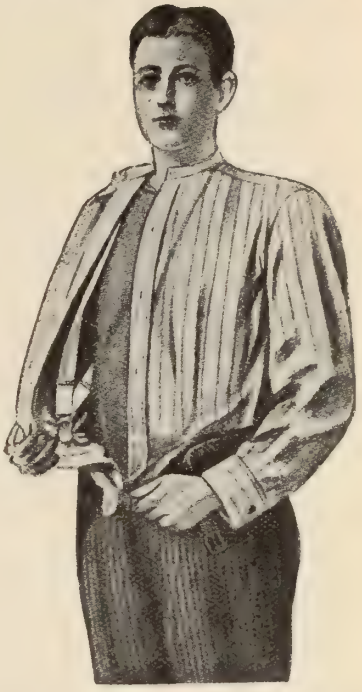
There are numerous lighting systems. Tungsten in different styles are mostly supplied by the electrical people. On the second floor, round globe or semi-diffusing fixtures are used with tungsten lamps. The most approved window lighting fixtures are invisible from the front and light the space in

(Continued on page 98)



An embarrassing situation.

THE ROYAL BRAND COATLESS SUSPENDER



As the days lengthen out and the thermometer registers a higher temperature, the coatless man will become a familiar sight everywhere. No man likes to be bound down by conventionalities, and the first thing he does when too hot is to remove his coat.

More men would enjoy this pleasure and comfort if they could either go without suspenders or get comfort promoting coatless suspenders—the Royal Brand Coatless Suspenders, that are easily attached, stay in place without irritation or hampering freedom of action.

They are absolutely invisible and are adjustable at front and back. They are the essence of genuine satisfaction. Made in two styles and qualities, 2 point and 4 point.

Write for prices.

We are the sole manufacturers of Peerless and Fit Rite Braces. Also garters and arm bands and leather belts.

The CANADIAN SUSPENDER MFG. CO., TORONTO
92 Peter St.

OLD PRICES ON NEW FLANNEL SHIRTS

PLACE ORDERS EARLY

BY placing your Fall and Winter orders for Deacon Flannel Shirts now you will be taking advantage of the old prices—later the effect of the advance on raw material will be shown in a sharp advance on the finished product.



The Flannel Shirt will be more popular this Fall than ever before. Our range of samples is at your command. Among other lines we are showing:
Military Flannel Shirts, with reversible collars, at $13.50 and $15.00 per doz.
Plain Navy Blue Flannel Shirts, with Reversible Collars, at $12.00, $12.75, $15.00 and $18.00 per doz.
Plain Grey Flannel Shirts, with Reversible Collars, at $9.00, $10.50, $12.00, $13.50 and $15.00 per doz.
Special Heavy Black Serge, with attached collars, at $8.50, $9.00 and $10.50 per doz.
Tweeds, Meltons, Serges, Drills, Sateens, Oxfords, Khaki Drills and Serges.
Travellers are now on the road. We guarantee every shirt.

THE DEACON SHIRT CO., BELLEVILLE, ONTARIO

Parcels Post Bill Will be Introduced Shortly

Notice is given in the House of Commons by the Postmaster-General—It is promised that the interests of the retailers will be protected — How the system has worked out in Australia.

OTTAWA. — Following his announcement made in the House some weeks ago, the Postmaster - General gave notice to-night of bills "relating to the parcels post" and "to provide for more advantageous conditions for telegraphic communications between Canada, the United Kingdom and other parts of the British Empire."

Mr. Pelletier has been studying the parcels post question and the possibilities of improving cable relations for the past year. He is not ready yet to outline the legislation which he intends to introduce, but it is known that the general plan decided upon is that of the zone system, as adopted in the United States. The system will be operated on a progressive scale, the rates being adjusted according to distances of, say, 50 miles, 150 and so on. The department is working out the details with a view to the protection of the retail merchants at home. The success of the proposed system depends to a large extent upon the arrangement to be made with the railways and other transportation companies, and this phase of the question is being worked out now between the department and the transportation companies.

WILL ADOPT UNITED STATES SYSTEM.

The department has been closely watching the operation of the new parcels post law of the United States, and at an early date asked for a report of the working of the system. With this report in their possession, they will be in a position to adopt such features of the United States law as are applicable to the somewhat different conditions of Canada, while avoiding any mistakes which may have been made on the other side. The plan which the Minister will announce to the House will show that the whole question has been approached in a business-like way and dealt with upon a business basis. The 14,000 postmasters in Canada will become agents of the parcels post delivery, and the benefits of the system will be extended to those points not now reached by the express companies.

Since the inauguration of the United States parcels post system the Canadian department has had to handle an immense amount of parcels post matter which has come into Canada, and has had no benefits in return. With the system of Parcels Post in operation in Canada this unfavorable situation will discontinue.

The proposed change in regard to the cable service is an important one, and involves the establishment in Canada of a board similar to that in Great Britain. The board will have charge of the landing licenses, so that the landing licenses will in this way be controlled in each case within the Empire.

In connection with the agitation in this country for Parcels Post, it will be interesting to note that the system in Australia is arousing strong complaints among the merchants.

The great trouble in Australia seems to have been that the flat rate system was instituted. It has thus been possible to ship goods thousands of miles at extremely low rates.

In this connection we quote from the Queensland Storekeeper:

It is significant that to the first issue of the Queensland Storekeeper, several country subscribers contributed matter dealing with the mail-order system as it affected them and their business. It is still more significant that the majority of answers to our recent special campaign dealt more or less strenuously with the evil effects that the mail-order system has wrought upon country traders and their work. In this article there is no intention of attempting to set up a case for the Queensland country trader. Overwhelming evidence has already been adduced to show that certain city houses reap an undue benefit from the operation of the Postal Act, and that that undue benefit is reaped wholly at the expense of the country trader. In addition, at the Convention of Storekeepers held in Brisbane last August, not one voice was raised in favor of the mail-order business, and every trader who spoke, spoke in terms of strongest condemnation of it. Figures were quoted to show that more than half of the mail-order pay-on-delivery business of the Commonwealth comes into Queensland, the official figures roughly proving that thirty-eight seventieths of such trade is shipped to this our Northern State.

At the Conference of storekeepers, one speaker said: "It struck him that it could be of value to know what the State Government had done in its endeavor to mitigate what was looked upon as being an evil in the Federal control of the pay-on-delivery system. In connection with the railways here, he found the value of the parcels carried by the pay-on-delivery system was between £3,000 and £4,000 per annum. The number of parcels might be given roughly as somewhat about 5,000. However, it was useless to blame the 'mail-order houses' for making use of the system, but a strong case could be made out that the system pressed very unjustly on the country trader, if that case were properly presented to the proper authorities doubtless a measure of redress would be the result. The mail-order business was a growth from countries where there was no competition such as there is in Australia. It came from countries where there were towns surrounded


Success
COLLARS
MADE IN CANADA
COLLARS
Here is the Success "Strathcona" – a good comfortable Double-band collar –well made and well finished.
This is the big steady seller—It is the popular line. Made to retail at 2 for 25c.
Ask your Wholesaler to show you the complete Success line.
The Canadian Converters Co., LIMITED
Montreal
-2

by outlying districts, but those towns did not come into competition with each other. And so the pay-on-delivery system, as far as it affected those places, only made it easy for the people in the outlying districts to trade on the same terms as those in the heart of the city, but it brought none of the cities into competition with each other. In Australia and America the effect of the mail-order business was to bring the city trader into direct and unfair competition with the country trader. It gave the city trader a differentiation of rates which the country trader did not enjoy. It cost just as little for a retail parcel to be carried 1,000 miles as it did for two or three miles. That was considered by very many competent judges to be an advantage in the hands of the big houses in Australia, to be used detrimentally to the interests of the country traders. The State Governments should protect the small traders by giving them advantages sufficient to counteract those held by the mail-order houses, and thereby establish equal opportunity of trading. That might be partly effected by the advocacy of a system of a differentiation of rates on the railways. It was necessary that this association should make strong representations to the Commissioner for Railways in order that they could effect a means of rapid transit of wholesale orders. A man paying £20 or £30 in freightage had to wait two or three weeks for a wholesale consignment on the railways. The retail parcel, for which, perhaps, only a shilling postage was paid, was delivered by return post. That was unfair. That was the point of view from which they should fight this matter. He had read articles in the Australian Press and American magazines, pointing out that the country traders should concentrate their efforts to get into touch with their customers. It was said that, in that way, the country traders could successfully compete with the town firms. He did not think that could be effected, unless the town and the country traders could start off the same mark.

Responsibilities of Heads of Departments

(Continued from page 86)

makes the difference between them and shows to the clerks in general the advantage of becoming one day the head of a department and helps stimulate their ambitions for that end. The successful department head knows that his actions are watched, his methods of doing business taken as examples to follow. He knows that to be a first-class buyer is one thing and to be a first-class head of a department is another, for he has to use a great deal of tact in all he has to do with his clerks lest they misconstrue his actions. Thus by his examples he holds their respect. He influences their actions, and so gains a hold over any conscientious clerk that in the end brings credit to himself. His deportment will either attract or repel those with whom he comes in contact and will directly or indirectly affect the results of his department one way or the other. If a man takes advantage of his position in any manner either by officiousness or discourteous treatment of those under him or with customers, his clerks will think nothing of doing the same in their position. There are lots of sales lost through salespeople being more or less nervous of their ability to land a sale through the overbearing manner of their superior. He certainly should be held responsible as an example of neatness, business ability, tact and courtesy in addressing a customer or clerks.

FINANCIAL STANDING AND SOCIAL CONNECTIONS.

There is no doubt whatever that a good financial standing and social connections have great weight with everyone, especially from a business standpoint. A man whose habits are good would naturally be a force for good and the whole tone of his business relations would be keyed by the same. On the other hand a man who has doubtful habits, not to say bad, would naturally lower the tone of a store and would react, directly and indirectly, on his subordinates.

In reference to *Travellers' Friendships*. There are legitimate friendships as well as those which are used for selfish ends. Once let a clerk get the idea that the latter is being practiced and the buyer will either fall in his estimation or the clerk will follow his example when the opportunity presents itself, believing it to be a general practice. For this reason the old adage will hold good: "Example is better than precept," and so during business hours treat all commercial men in a business-like manner.

DEFERENCE TO THE FIRM.

The department head is most decidedly responsible as an example in deference to the firm. Even if a man is superior in many respects to his employer, his policy should be to treat him with the respect due his position as such. One cannot be too emphatic in expressing his opinion on this subject, it being one of the main features of a successful business. An employer does not always inspire respect but whatever his faults there is no excuse for an employee, whether manager or subordinate, showing anything but absolute deference to his employer.

It is up to the head men of departments to set the example and accept the responsibility of same.

Plans and Layout for L-Shaped Store

(Continued from page 94)

indirect rays, which are diffused but not reflected by the goods on view.

Basement fittings are simple for a sales department and consist of tables and side-shelving, simply to show goods not stock them. Oilcloths and linoleums sell as well in this part of the store as in the carpet and homefurnishing departments.

Crescent Shirts

FALL ANNOUNCEMENT

Better than Ever **Our Fall Showing will be par excellence**

Flannels and Taffetas are a very special feature in all grades and prices, **$9.00** to **$36.00.** Also the famous Viyella Flannels. Superior workmanship in all garments.

Wait for our representative, it will pay you.

Crescent Manufacturing Company, Limited

2 INSPECTOR STREET - - - MONTREAL

THINK OF IT!

S. D. COLLARS

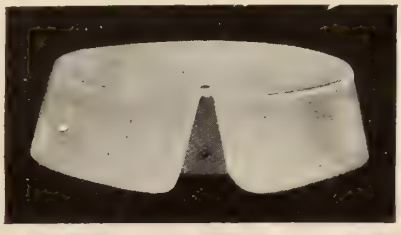
are as Dressy as Linen Collars and need no laundering. Simply wipe with damp cloth. Every day brings new friends for the S. D. Collars, because they have every quality of the linen starched collar without the expense. For long service, style and satisfaction they are unequalled.

Made in linen, gloss and dull finish. Sold in half sizes 12 to 18.

Write for catalogue to-day.

The Smith-D'Etremont Co., Ltd.

1475-77 Queen Street W. - Toronto



PIM'S
IRISH POPLIN



For Distinction, Refinement, Durability, select

PIM'S
IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers, William Street, Dublin.

Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg., Montreal.



IT WILL PAY BUYERS

to purchase their wants from manufacturers and wholesalers advertising in the "Review." They represent the good houses in their particular line.

Progressive manufacturers usually have the best values. Progressive manufacturers advertise.



Your Boys' Clothing Business

will be built up by stocking the line of goods that will please the boy. The neat, stylish appearance of Lion Brand Boys' Clothing catches the fancy of the youth instantly and the quality and wear of the material pleases the mother.

Capture the boys' clothing business of your town by stocking this profit-pulling line.

Write for catalogue.

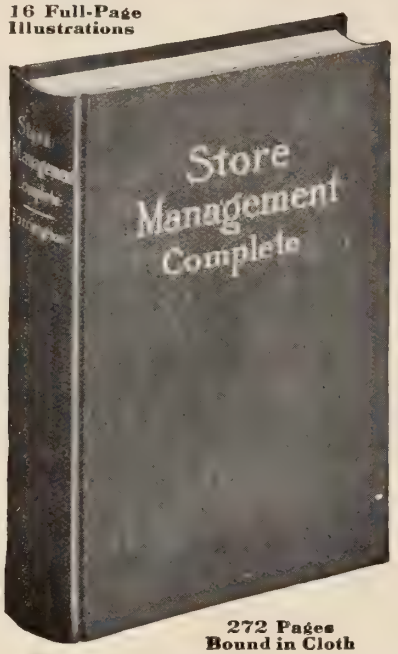
The Jackson Mfg. Co., Clinton

FACTORIES:

CLINTON GODERICH EXETER ZURICH

Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK BY FRANK FARRINGTON

A Companion Book to **Retail Advertising Complete**

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—THE STORE POLICY—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW JUST PUBLISHED

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

Saskatchewan's Business Men's Convention

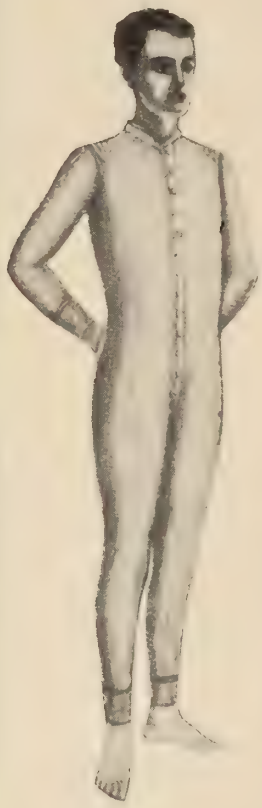
Regina May 5, 6, 7, 1913

Hundreds of delegates expected. Papers on subjects of practical importance to retailers will be given by experts. Free discussion. Proposal to form Provincial Association will be submitted to the Convention. Great attractions organized for delegates, including automobile trips, banquet at Parliament Buildings, and theatrical entertainment. Delegates will obtain reduced fares by signing standard certificate at any railway station in province of Saskatchewan. A good time in store for all visitors.

Write for full particulars, to General Secretary.

A. M. NICOL, 503 New Leader Building, REGINA

Dr. Neff's Health and Comfort Promoting Underwear



Strong wearing without harshness of texture.

Dr. Neffs' underwear comes to the Canadian trade as the harbinger of a new era in the wool underwear business. It is of a delightfully soft texture, yet firm and of great service. Next Fall should see this famous perfect fitting underwear in your stock—two-piece and union suits.
Send for samples.

THOMAS WATERHOUSE & CO., Limited
Ingersoll, Ont.

Messrs. Mosey & Urquhart, Toronto, agents for Ontario; John W. Peck & Co., Winnipeg for Manitoba, Saskatchewan and Alberta, John W. Peck & Co. Vancouver for British Columbia and the Yukon.



THE HIT OF THE TRADE

44 Shades in $4.50, $6.50 shapes, 7 day delivery.

Use the show card as above, 14 x 11, 4 colors and embossed

Neckwear Department

Crescent Mfg. Co.

Limited
MONTREAL

"STAR BRAND"

range of Fall Shirts has carried off the popularity cup of Canada.



A GRAND RECEPTION EVERYWHERE

Right from coast to coast, wherever it has been shown, "Star Brand" range of Fall Shirts has been tendered an unstinted reception. The best stores in the country have given it the glad hand, for never have we offered such an unlimited variety, such noteworthy value with so much really snappy style in any one range as we are showing in our Fall and Winter 1913-14 line.

Place your orders now and reap the benefit of quick, profitable sales in your Fall business. See the samples now.

Van Allen Co., Limited

HAMILTON, ONT.

CONDENSED ADVERTISEMENTS

FOR SALE

FOR SALE.—NICE CLEAN STOCK OF DRY goods, about Five Thousand Dollars, in good town in Alberta. Good business to be done. Good reasons for selling. Address Box 2, Dry Goods Review.

SITUATION WANTED

FIRST CLASS CLOTHING AND FURNISHing man, seven years with present employer, wishes to make change. Age 22, single. Proficient in salesmanship, window trimming and card writing. In charge of buying for three years. Salary wanted in Ontario, $1,200.00 yearly or in the West $1,600.00, with opportunity for advancement. Present salary, one thousand per year. Box 3, Men's Wear Review.

AGENT WANTED

LACE AGENT REQUIRED BY PLAUEN lace factory. Well introduced gentleman with experience preferred. Offers, stating full particulars, to Box 26313, T. B. Browne's Advertising Offices, 163 Queen Victoria Street, London, England.

AGENCY WANTED

ADVERTISER NOW IN CANADA WHO IS about to establish an Agency in London, England, would like to hear from firms requiring representatives on that side. Apply Box 4, Dry Goods Review.

MISCELLANEOUS

GOOD STENOGRAPHERS ARE WHAT every employer wants. The place to get good stenographers is at the Remington Employment Department. No charge for the service. Remington Typewriter Co., Ltd., 144 Bay St., Toronto.

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Watch the Advertisements

The proprietor of one of the largest stores in Western Canada told one of our representatives this week that he always reads the advertisements, and passes the "Review" on to buyers in the different departments. He finds it pays him to keep in touch with goods offered in advertisements in the "Review."

The Review is now giving a service with its two issues each month that is impossible with a monthly paper. You will always find the news first in **"The Review."** The paper that does things.

Reid's Kerchiefs

In Safety Sealed Packages

HANDKERCHIEFS
RETAIL
AT

1 for .10c.
3 " 25c.
2 " 25c.
3 " 50c.
1 " 25c.
3 " $1.00
1 " 50c.

Soft Laundered
—ready for use.

Qualities Guaranteed

SOFT LAUNDERED · A.T.REID · HANDKERCHIEFS
A.T.REID CO LTD TORONTO



With Reid's Handkerchiefs you are furnished free a handsome case and display rack similar to that above illustrated. It has been thoroughly demonstrated that this idea is a great help in increasing sales—in many cases it has trebled sales.

The display cases are made of Mahogany or Circassian Walnut. The kerchiefs boxed according to prices in sealed packages that assure cleanliness and thus prevent stock from deterioration.

With every **$50.00** purchase a complete outfit consisting of Case Rack, Price Tickets and Signs is furnished free.

Immediate delivery. Select qualities to suit your trade requirements. Our prices allow you a very good profit.

A. T. REID CO., Limited

TORONTO

Sole Makers of "REAL BENGALENE" NECKWEAR Pure Silk Knitted Cravats The Famous Hantide (formerly Duplex) **Dress Tie**



The strongest shirt-selling feature that has come out for many a year—in fact,

"The greatest thing that ever happened to a shirt" is the

TOOKE PATENT NEK-GARD

It protects the neck in front as well as in the back—

The collar button goes in or out with usual ease—

The button cannot touch, cannot soil, cannot pinch your neck—

The NEK-GARD is not affected by laundering.

In your window and counter displays, and in your newspaper and circular advertising, make a strong feature of the TOOKE Patent NEK-GARD. There is business in it.

TOOKE BROS., Limited, Montreal

Manufacturers of Shirts, Collars and Neckwear
and Importers of Men's Furnishings.

TORONTO WAREHOUSE:
58 Wellington Street West.

WINNIPEG WAREHOUSE:
91 Albert Street.

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

Every Ready-to-Wear Buyer in Canada will read with interest the May 7th issue of "The Review."

This will be our

Ready-to-Wear Special

Advance news on Fall garment styles will be the special feature. It will pay manufacturers to arrange for space in this issue now.

"The Review" always Leads With the News.

DRY GOODS REVIEW

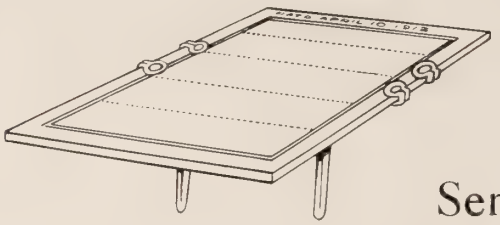
FEATURING READY-TO-WEAR



MAY 7TH
1913

Your Troubles End With the Use of the

Noesting Pin-Ticket



We have secured the patents for this ticket for Canada

Ready July 1st

Send for Sample Box and Price List

Made with rounded points—saves time, non-injurious to articles.

TRADE MARK

"Noesting"

Eliminates all chances of blood poisoning from torn fingers and hands

THE ONLY NON-INJURIOUS PIN-TICKET

We have secured the patent for the manufacture of this pin ticket in Canada have installed machinery and will be in a position to make deliveries by July 1st. This is without any doubt the best ticket on the market, made of the best ticket board and rounded tinned wire.

The "Noesting" pin ticket overcomes all the deficiences of all other pin tickets. It is a great time and temper saver. Write to-day for sample box and price list.

COPP, CLARK COMPANY, LIMITED

495 to 517 Wellington Street W. : : : : TORONTO



Rooster Brand

OUTING TOGGERY

Outing Trousers.

White Duck, Khaki, Flannels, Cream Serges, etc., etc.

Outing Shirts.

Madras, Silk, Taffeta, Duck, Mercerized, stripes, etc. Made plain collars, reversible collar and French cuffs. Stock Collar Coat Shirts with French Cuffs, etc.

Riding Breeches and **Norfolk Coats.**
Automobile Dusters.

Robert C. Wilkins Co., Limited

FARNHAM, QUE.

Montreal Office - - 501 New Birks Building

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application.

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices :

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.

THE GREAT OPPORTUNITY

Which you should take advantage of is now offered to you.

OUR STOCK is larger than ever. BETTER ASSORTED than ever.

YOU CANNOT afford to miss the many Bargains which will be offered so as to reduce the stock before

THE 31st OF MAY

STIMULATE your spring trade by visiting us during our stock taking month and do credit to your business by securing some of our clearing out lines.

GREENSHIELDS LIMITED
Montreal



Every-
thing
in
Dry
Goods

HORROCKSES' FLANNELETTES

are made from carefully selected COTTON.

The nap is short and close, no injurious chemicals are used.

QUALITY, DESIGNS AND COLOURINGS ARE UNEQUALLED.

If purchasers of this useful material for Underwear all the year round would buy the best English make, they would avoid the RISKS they undoubtedly run with the inferior qualities of Flannelette.

See the name "HORROCKSES" on the selvedge every two yards.	**ANNUAL SALE upwards of TEN MILLION Yards.**

Horrockses, Crewdson & Co., Ltd.

Manchester and London, England.



ENGLISH MOHAIRS

Guaranteed by the B. D. A.
Fabrics that appeal to every Woman.
Stylish and Sensible---Practical and Economical.

English Mohairs, guaranteed by the B.D.A., are continually gaining in favor by smart dressers. Nowadays every woman needs a mohair dress or skirt or coat for street or country wear.

These English Mohairs, by reason of their beautiful colorings and chic patterns, occupy a place among the most stylish fabric creations of the day.

The splendid qualities of the goods make them ideal for seashore and country—as they repel dust and their bright silk-like appearance is unspoilable by dampness.

English Mohairs, guaranteed by the B.D.A.,drape perfectly and possess a suppleness that makes it easy for the home, or professional, dressmaker to obtain the most stunning results.

YOU MUST HAVE ENGLISH MOHAIRS—let the B.D.A. guarantee insure sales and satisfaction.

Ask your wholesaler to show you the newest importations.

The Bradford Dyers' Association, Ltd.
Of Bradford, England

Advertising cuts (free) and further information may be obtained by addressing the American Bureau of the B. D. A. at 235 West 39th Street, New York City

Spring Sorting—

TO do this satisfactorily, the house to whom you give your order must have a large, well assorted stock and realize the necessity of promptness in shipping.

We do a large sorting trade and our stocks are kept up in anticipation of this.

Our order department is for the express purpose of seeing that your requirements are intelligently attended to and shipped without delay.

The situation of our warehouse is central, affording us direct facilities to practically all points, thereby doing away with loss of time in delivery of the goods by the carriers.

CARPETS
LINOLEUMS
OILCLOTHS

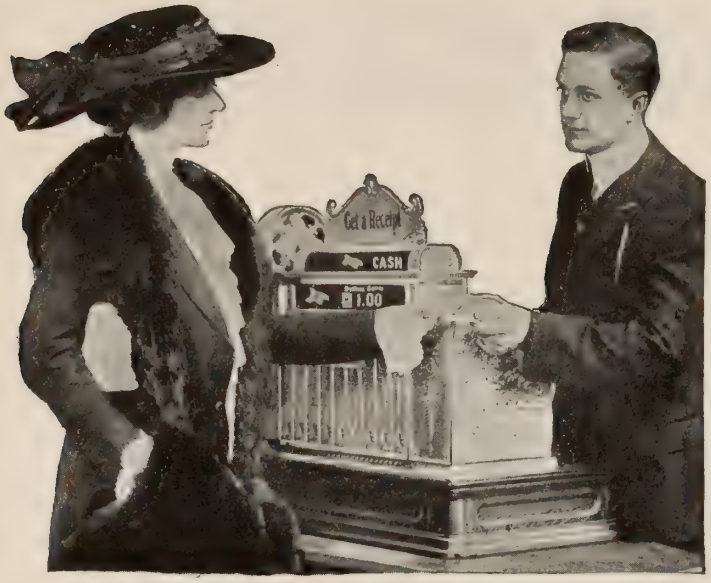
WE CARRY A VERY LARGE RANGE OF THESE GOODS AND ARE ALWAYS GLAD TO SEND SAMPLES BY EXPRESS.



JOHN M. GARLAND SON & COMPANY

Ottawa, Canada

The Merchant Gets His Money



When the Customer Gets a Receipt

The "Get a Receipt" plan compels the giving of a correctly printed receipt to the customer, which means that there are corresponding and unchangeable records inside the register for the grocer and the clerk.

The customer's printed receipt, the clerk's receipt on the sales-strip, and the merchant's receipt on the adding wheels, are all made by the same operation of the register and therefore must be the same.

The Customer's Receipt

014 MAY 15

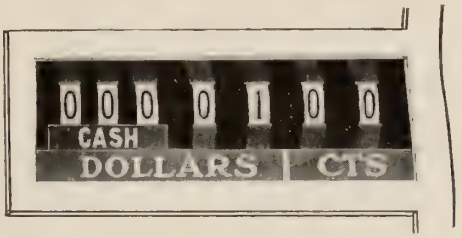
★K - 1.00

W. S. JOHNSON
416 Fourth Ave.

Keep This Receipt
It is your Protection
WATCH FOR
ANNOUNCEMENT
(over)

This receipt, which goes to the customer, is printed by the register.

The Merchant's Receipt

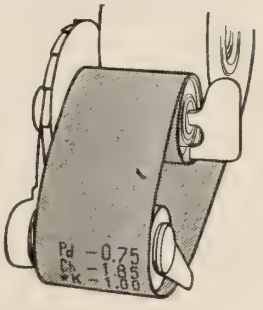


These are the adding wheels which must show the same record as the receipt. They are the merchant's receipt for a correct unchangeable record.

National Cash Registers range in price from $30 to $900.

Write for complete information about the "Get a Receipt" plan.

The Clerk's Receipt



The sales-strip, which must show the same record as the customer's receipt and the adding wheels, is the clerk's receipt for having handled the transaction correctly.

The National Cash Register Company

285 Yonge Street, Toronto

Canadian Factory, Toronto

TRADE The Sun Bleaches MARK

"OLD BLEACH"



There's only one "Old Bleach" Linen and it bears this trade mark

"Old Bleach" has an enviable reputation for long life and superiority of finish which cannot be obtained through any other process, and which we will not sacrifice to facilitate speed and to obtain greater profits.

Our 1913-14 samples will be sent on request.

R. H. COSBIE, LIMITED

IRISH LINEN AGENCY

30 WELLINGTON STREET WEST - - TORONTO

Merchants and Buyers

get the habit of reading the advertisements each issue. They contain valuable information about goods you should know about.

Clerks

get familiar with the selling points of the goods you have in stock. Many good selling arguments are found in the advertisements in the "Review" each issue.

DO you know of any dry goods dealer, anywhere in Canada, who does not subscribe to the Dry Goods Review?

If so, you will be doing him a good turn by giving us his name and address, so that we may send him a sample copy and an order blank.

DRY GOODS REVIEW

Canada's Only Semi-Monthly Dry Goods Paper

MONTREAL TORONTO WINNIPEG

What About Your Sorting Order?

.:. .:. Prepare Now For The Summer Trade .:. .:.

Men's Hosiery and Underwear

Our range of Men's Summer Underwear comprises all the best selling lines of the best underwear makers, including Zimmerman's and Penman's Balbriggan, Porous Knit, Lisle, Merino and Summer weight Natural Wool in both shirts and drawers and combination suits. We stock W. B. B. and B. V. D. Nainsook shirts and drawers and combinations. These are the ideal under garments for hot weather wearing.

Our range of Men's Cotton, Lisle and Silk Hose in Plain, Black and Colors is very complete at present. The demand for Plain Colors has been exceptionally heavy and these will be scarce in the trade later on.

Write us your wants to-day. Our Letter Order Department will give you the best possible attention.

Women's and Children's Hosiery, Underwear and Gloves

Our Hosiery Stock is very complete in all lines of Cashmere, Cotton and Lisle, including these SPECIALS:

M 16—Silk Cotton $2.25
M 14—Gauze Lisle 2.25
H 51—Gauze Lisle 3.10
G 46—Mer Lisle, Silk Boot 4.50
G 41—Silk Hose 9.00

Gloves—Silk, Lisle, Lace, Long, Short.
SPECIAL:
502—24", Loz Lisle, Mous. 4.50
403—21", Loz Silk, double tip 4.50
400—22", Loz Lisle 2.25
200—23" Loz Silk, double tip 6.50

Underwear, N.S., S.S. and L.S. Vests.
SPECIALS:
1171—Short Sleeve $1.25
1480—No Sleeve, Paris Knit 2.10
367—No Sleeve, O. S. .. 2.25
1150—No Sleeve .... .. .90

The timely placing of an order insures prompt deliveries.

THE W. R. BROCK COMPANY (Limited)

Toronto

DRY GOODS REVIEW

The Recognized Authority on the Canadian Dry Goods Trade

Vol. XXV. TORONTO, MAY 7, 1913 No. 9

Leading Features Of This Issue

Convention and Style Show.
A complete report of the proceedings at Toledo is given, together with the style recommendations arrived at

New Store of J. F. Cairns is Formally Opened.
A description of departmental store at Saskatoon, with details of equipment.

Annual Convention of Retail Merchants' Association.
A report of the proceedings—Important legislation adopted—Bulk Sales Act discussed at some length.

Business Active Throughout Canada.
A review of the business outlook—Despite the tightness of money, the situation is satisfactory in most respects.

Store Planned to Meet Locality Requirements.
A description of the new store of Miller & Hohmeier, Berlin—Special attention is paid to ready-to-wear and dress goods sections.

Possibilities for Tailored-to-Measure Business.
An important problem now facing the trade is discussed—Is demand for this business growing?

Sixty-Five Years in the Dry Goods Business.
A brief sketch of the career of John Catto, of Toronto, who has celebrated his eightieth birthday.

Dress at the Early Paris Race Meetings.
Letter from the French capital outlines latest styles as worn by the gay Parisians—Cubist effects seen.

A Review of the Price Movement in Textiles.
The past year saw a large advance in the prices of practically all textiles—The reasons.

Arrangements for C.W.T.A. Convention.
A complete summary of the plans made for annual gathering of display men.

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* -:- H. T. HUNTER, *General Manager*

(ESTABLISHED 1888)

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GREAT BRITAIN—London, Eng., E. J. Dodd, European Manager, 88 Fleet St., E.C., Telephone Central 12960.

UNITED STATES—New York, R. B. Huestis, 115 Broadway, N.Y., Telephone Rector 2009; Chicago, Ill., A. H. Byrne, 140 S. Dearborn Street, Telephone Randolph 3234.

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New Store of J. F. Cairns is Formally Opened

A description of departmental store at Saskatoon—Modern equipment installed in all departments—Many original devices—The spectacular rise of J. F. Cairns is almost without precedent.

THE WAY of the West is a wonderful way. Towns spring into existence over night, whole tracts become settled in almost incredibly short spaces of time, business concerns develop in a few years to proportions which require decades of growth before attainment in older settled countries.

Never have the potentialities of the West in the matter of rapid growth been more clearly demonstrated than in the case of J. F. Cairns, of Saskatoon. About ten years ago—in 1902, to be exact—J. F. Cairns started a grocer and bakery business in a little frame store which was not pretentious, to say the least. To-day he is operating a complete departmental business in a magnificent store with most modern equipment and of unusual proportions. From small dealer to merchant prince in the short span of one decade is an almost unprecedented record.

To tell the story right, it will be necessary to start at the very beginning. In 1902 the first Cairns store was established in then small western town of Saskatoon. Previous to coming west, Mr. Cairns had pursued many lines of enterprise. In fact, his experience had been most varied, giving a hint at the versatility of the man. He had been a high school teacher, a journalist and the manager of an opera house. His decision to go west was due to a conviction that the west was the place where fortunes were to be made. The first store was small; as the drawing on the opposite page shows. He soon outgrew it, moving into a two-storey frame building of much more ample proportions. Here he added to his stock and started in new lines with the result that the scope of his business increased until in 1906, coincident with the incorporation of Saskatoon as a city, he moved into his third store. This building was on a much more pretentious scale—a large, brick store with three entrances and with quite an expanse of plate glass front. The occupation of this store marked the commencement of a new epoch in the history of the business. It expanded rapidly and continuously, leading to the construction of the present structure.

DESCRIPTION OF STORE.

The new store is five storeys in height. It is constructed on the reinforced concrete system with handsome facings of Hebron buff brick and stone. It contains in all 87,000 square feet of floor space.

In point of equipment, the most modern devices have been installed. Passenger and freight elevators are in use. An electric vacuum cleaner system has been installed as well as inter-departmental telephone and sprinkler systems. Central pneumatic tubes are used for cash except in the grocery department where cash registers are used. Spiral parcel chutes take goods from all departments to the shipping rooms.

ARRANGEMENT OF DEPARTMENTS.

The various departments are arranged as follows:

In the basement: hardware, crockery and glassware.

Main floor: Drugs, jewellery, leather goods, stationery, men's and boys' clothing, men's furnishings, boots and shoes.

The men's clothing stock is kept in cabinets, each garment being hung on a separate hanger. The mirrored pillars give ample scope for customers to inspect the fit of garments. Show cases are used to splendid effect in displaying the goods in the men's furnishings.

Men's and boys' boots and shoes are located near the passenger elevators while women's boots and shoes are shown on a mezzanine floor—an ideal location as it gives an unusual degree of privacy. Both departments have the stock box system.

So often women's shopping is a combination of business and pleasure, and to aid them in this, a rest room has been arranged in a balcony on the mezzanine floor, overlooking the whole main floor. Here chairs next the railing give one an opportunity of watching for one's friends, while in the rear tables and comfortable chairs invite one to rest and revise the shopping list. A public telephone for use of shoppers is installed here.

The second floor is given over entirely to the fair sex. Departments on this floor are: Ladies' ready-to-wear, millinery, laces, embroideries, art needlework, gloves, hosiery, dress goods and staples. white wear, corsets and children's wear.

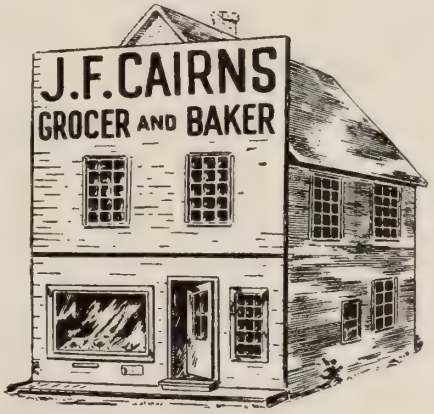
The millinery department is fitted up with a profusion of mirrors and showcases. Each case is lighted with shaded electric lights and has a mirrored back. Some of the cases have glass frontal panels by means of which the purchaser is enabled to note the samples carried in the various drawers.

In the accessory department, a special feature is the glove counter which is padded its full length.

Housefurnishings and furniture occupy the third floor. In the section devoted to housefurnishings, several new ideas in the matter of stock arrangement have been carried out. Most worthy of mention is a



A view of the new departmental store of J. F. Cairns, Saskatoon. It is a five-storey building, constructed of reinforced concrete, faced handsomely with buff stone and brick.



A view of the Cairns store in Saskatoon in 1902, when J. F. Cairns made his first mercantile venture in the West, beginning exclusively in the bakery and confectionery lines.

The above illustrations tell more strikingly than mere words could ever do, the story of the almost unprecedented growth of the J. F. Cairns business. In 1902, the little frame shop shown above was the home of the business of J. F. Cairns. Personal aggressiveness kept the business "on the upgrade" and its growth fully kept pace with the astonishingly rapid development of Saskatoon. To-day, the business is housed in the handsome five-storey building shown at the top. Truly, a study in contrast are these illustrations—frame shed in 1902, mammoth store in 1913.

rug rack which will hold 160 rugs and which works on the revolving principle in much the same way as a revolving stand for picture post cards. This stand is found to be a great saver of time and labor. A complete assortment of rugs can be looked over in a short time and without difficulty. Linoleums are shown in the same way, making it possible to display no fewer than 180 patterns.

Groceries occupy the fourth floor in the building.

IN THE READY-TO-WEAR DEPARTMENTS.

Mention has been left till the last of the splendid arrangements in the departments devoted to women's clothing. Triple mirrors, placed on tables of convenient height, with reception chairs before them, allow Madame to sit to try on her hat and get every possible view of its suitability to face and head. When this has been found satisfactory, the many full length mirrors, placed at intervals in the show rooms, tell her of its suitability to her gown and figure. In the cloak and suit department, the walls are lined with cases with plate glass fronts which turn easily and allow the large double racks of garments to swing down and out where the salespeople can display them with a minimum expenditure of time and strength.

In the tailor-made suit section many full length triple mirrors placed in an excellent light afford ample opportunity to view a garment from every point. Behind the folding panels of these mirrors are small rooms where the reserve stock of garments of the different sizes is kept, in most convenient arrangement for the salespeople. At the side are private fitting rooms of generous size with all the necessary requirements for proper fitting. There are softly carpeted, well lighted, spacious show rooms.



A view of the main floor of the J. F. Cairns store.



A view of the second floor of the J. F. Cairns store, showing part of ready-to-wear department. The photo was taken while the store was decorated for the formal opening.

FORMAL OPENING OF STORE.

The formal opening of the store took place on Friday, March 21. Nearly 7,500 people attended and on the following day, Saturday, there were bigger crowds still, 12,000 being on hand in the evening.

The decorations for the occasion had been arranged on an elaborate scale. Smilax, interwoven with morning glories were twined about the pillars, while huge bouquets rested on the tops of the fixtures. On the second floor, arrangements were still more elaborate, as baskets of long stemmed American beauty and tea roses had been introduced to add to the effect.

An orchestra had been provided for the opening.

A feature was the fashion promenade on the second floor. Five women and two little girls acted as models. The fourth floor was thrown open for dancing to the general public—a feature which proved immensely popular.

THE PERSONNEL OF THE STORE.

J. F. Cairns has gathered about him a very capable staff of men. A. J. Burton is general manager and J. E. MacWilliams is advertising manager.

Toronto.—Burglars broke into the building of the International Clothing Co. and took a selection of the best clothing in stock.

Kamsack, Sask.—C. J. Tucker, late of Napinka, Man., has opened a new men's furnishings store here.

Tofield, Alta.—Mrs. Frank Varley, Toronto, is opening a dressmaking store.

Sudbury, Ont.—It is reported that H. C. Washburn and D'Arcy Regan will take over one of the local men's wear stores.

Old Firm Dissolving

The firm of Kyle, Cheesebrough & Co., Montreal, wholesale dry goods dealers and specialists in imported laces, etc., have dissolved partnership and sold out their stock. The firm had been in business for thirty years and their retirement removes one of the old land-marks from St. Peter street.

Mr. Kyle, senior member of the firm, was formerly a retail dry goods dealer in Brockville, Ont. He organized the wholesale firm of Kyle, Bunbury, & Co., in Montreal, and later on the retirement of Mr. Bunbury, Mr. Cheesebrough entered the firm.

Mr. Cheesebrough previous to entering the firm was with Thomas May & Son, in Toronto, for thirteen years, and when that business was bought out by Patterson Bros., he moved to Montreal and conducted the business of Thos. May & Son, on St. Helen street for several years, leaving there to go into partnership with Mr. Kyle.

Practically the entire stock has now been disposed of and the office after May 1st will be at 22 St. John street, Montreal, where T. Yates Foster, accountant of the firm, will for a few months look after the final winding-up of the affairs. In going out of business the firm are meeting all obligations in full and in the final settlement will divide the profits. It is understood that they have no definite plans for the future.

Guelph.—The prizes given for the best Horse Show windows were awarded as follows: Thornton & Douglas, first prize; the Arcade Fair, second; Thurston's shoe store, third, and G. B. Ryan, fourth. This quartette won from a field of thirteen competitors the prizes offered by ex-Mayor Thorp.

Business Active Throughout Canada

A review of the situation fails to reveal any evidences of slackness or depression—Manufacturers and retailers are equally busy—Money still tight but improvement is noted.

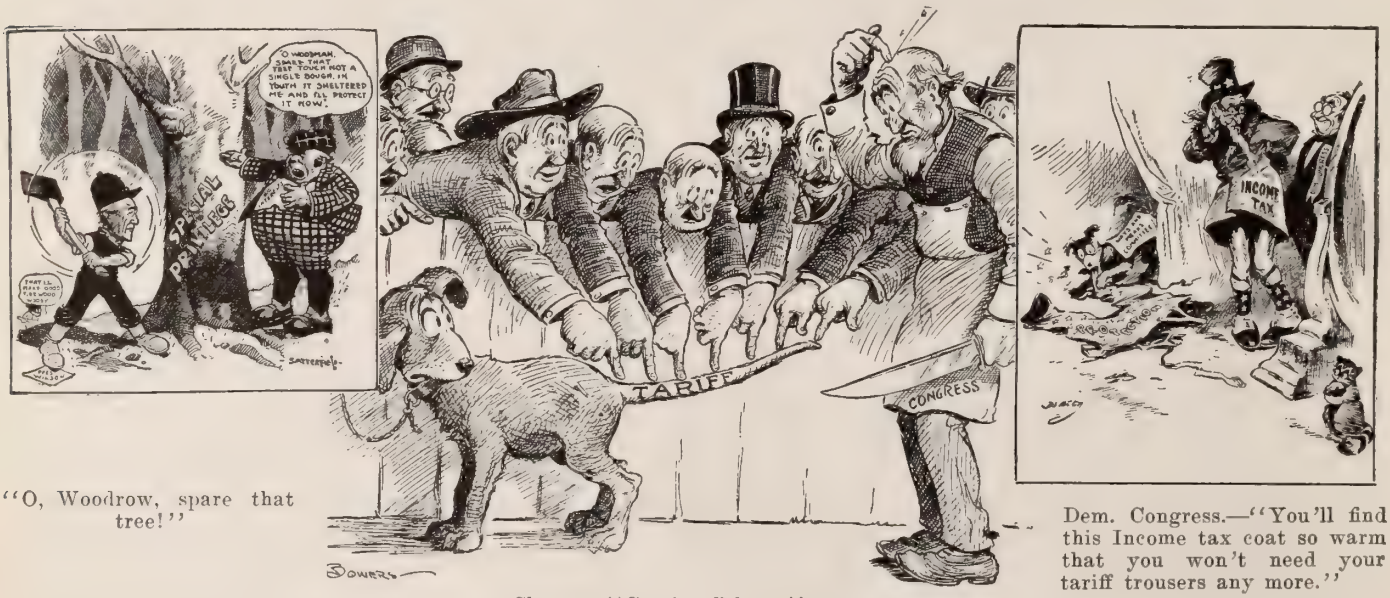
AN AUTHORITY on finance made the statement the other day: "It is difficult to make a business man, at the present juncture, give his real outlook on the business situation. Men will smooth over things in order not to give out what might seem like alarmist information. My opinion is this that, when a man says collections are average, he really means that they are pretty poor; when he says they are slow, he really means that they are quite bad. I also make a point to subtract some from his expressed opinion on the volume of business."

While not subscribing absolutely to this opinion, one must concede that there is something in it and must bear this in mind in reaching a conclusion as to conditions throughout the country. For some time past, complaints have been voiced on the score of collections in the West. More recent reports contain a note of optimism, however. There is a much better tone noted, it is said. The credit manager of a large firm made the remark the other day: "Money seems much freer. Of course, a lot of paper is still being renewed and there is still difficulty being experienced but we believe that the improvement now noted is a permanent turn for the better." Applying the rule of the financial man quoted above, one would accept this statement as perhaps a trifle overdrawn in an effort to present the situation in the brightest possible light. In this instance, however, there is sufficient corroboration at hand to lead to the conclusion that the statement is a correct summing up of money conditions in the West. There has been an undoubted improvement and it is now pretty generally believed that the stringency will gradually disappear.

As for the volume of business, present and prospective, it is more difficult to arrive at a conclusion. The manufacturers without exception speak optimistically, even enthusiastically. They have as much business as they can handle, they declare; while everything bespeaks a continuation of this condition of activity. Even applying the rule of the cautious financial man and discounting the statements heard, there is still enough left to banish all doubts on the score of business activity. It is going to be a good year.

Whatever the cause may be for the tightness of money, it does not seem to be due to lack of currency among the people. Retailers find that their customers are well supplied and quite as willing as ever to spend. Although whispers of a tendency toward retrenchment and curtailment of expensive tastes are heard in other trades, there is no such indication in dry goods. The demand for the best is just as strong as ever and the public is taking to novelties and new style modes of a more or less expensive nature with avidity.

The writer has a newspaper clipping before him, taken from a Western newspaper of recent date. It gives a summary of business done in the various stores of the place on the previous Saturday, summing up with the statement that "the aggregate



"O, Woodrow, spare that tree!"

Chorus—"Cut it off here."

Dem. Congress.—"You'll find this Income tax coat so warm that you won't need your tariff trousers any more."

DIVERGENT VIEWS ON U. S. TARIFF REVISION AS EXPRESSED BY THE CARTOONISTS.

business for Saturday was sixty per cent. greater than any previous day this year." Here it is distinctly necessary to do quite a little discounting in view of the newspapers writers' acknowledged aptitude for colossal exaggeration. Making full allowance, however, the facts presented point to a distinctly active retail trade in this particular city and presumably in all other places in that section of the country.

In Ontario and the east, retail business is proceeding with a good swing. No disturbing reports are heard and on the other hand many statements of super-enthusiasm are made. There is no room for any conclusion but that 1913 gives promise of being a good business year—not a record-breaker perhaps but a substantial, profitable year.

In dealing with the situation, The Financial Post says:—

Although money in Canada continues to be tight, nevertheless business is normal and in volume quite as large as that of last year, and the outlook is quite bright. Over the entire West a feeling of hopefulness now prevails as the result of good seeding weather at a proper season of the year. In the East the crop outlook is promising.

A tendency to economize is becoming evident. Instead of increasing their plants manufacturers are seeking to increase the efficiency of the plant they have. It is noted also that in such a staple business as that of groceries a disposition on the part of the public is found to buy less of the high priced lines. Fancy packed goods are in less demand. This tendency is apparent in every part of the Dominion.

There are no general signs of contraction in business. Bank clearings show a tendency to remain practically on the same level as last year. In view of the elimination of so much speculative trading the fact of the bank clearings remaining in volume as large as last year cannot be interpreted as being other than an exceedingly healthy indication.

There does not appear to be in Canada any easier money than a week ago. External conditions, however are such as to warrant the hope that easier money will, in a short time, eventuate. Fresh disturbances have taken place in the Balkans, but on the other hand conditions elsewhere are such as to warrant taking a more hopeful view of the outlook than a week ago. Crop prospects in the United States are quite as bright as those of a year ago, and there seems also to be no tangible evidence of any diminution in manufacturing and commercial activity in the United Kingdom, and certain manufacturing countries on thes European continent. These conditions, however, may result in a diminution of the amount of available capital for investment in countries like Canada. London is awed by the quantity of new prospectuses awaiting a favorable moment to be issued.

Already Canada has during April been the largest borrower in London, thus maintaining the record of being the largest borrower for the year to date.

Foster the Cotton Industry

Lloyd-George introduces measure to guarantee loan for development of cotton growing in Soudan.

London, April 23.—Protection for the cotton trade of Lancashire by fostering the supply of cotton independent of America was the gist of Chancellor Lloyd George's argument on introducing in the House of Commons this evening a resolution permitting the British Government to guarantee a Soudan loan of $15,000,000 for the development of cotton-growing along the Nile.

EGYPTIAN COTTON SUPERIOR.

The Chancellor of the Exchequer remarked that owing to occasional difficulties with regard to supplies of American cotton, arising from the market being cornered and thus causing a shortage here despite abundant crops, it was necessary to foster the growth of cotton where it would be under British control. Egyptian cotton, he claimed, was better from the point of view of the manufacturer and the quality of the goods obtained from that product, and also better from the point of view of the workman because it was cleaner and healthier to work than was American cotton.

The resolution was adopted without division.

Made-in-Canada Train

Through the medium of an improved "Made-in-Canada" train, the people of the three prairie Provinces are to be given another opportunity this year of learning of the work of their fellow-Canadians in the manufacturing industries of the west and the east. The train of this year promises to eclipse in every respect the experimental train which was taken through Manitoba, Saskatchewan and Alberta last year. The Canadian Home Market Association, under whose auspices the train is organized and conducted, had taken careful note last year of needed improvements, all of which have been carried into effect.

The trip will cover 120 cities and towns, occupying about 52 days.

New Liskeard, Ont.—R. S. Robinson has opened his new dry goods store.

Calgary, Alta.—J. J. Hills has been appointed assistant general manager of Pryce Jones, Limited.

Sixty-five Years in the Dry Goods Business

John Catto, of Toronto, Celebrates his Eightieth Birthday—Started in the Trade at Age of 15 Years—Started in Business in Toronto in '64 and Still Occupies the Old Site — Introduced Scottish Tartans.

THE OTHER day John Catto, founder and head of the firm of John Catto & Son, King Street East, Toronto, celebrated his eightieth birthday. At the age of fifteen years he entered the employ of a dry goods merchant in Scotland and has been associated with the trade ever since—a record of sixty-five years of continuous service.

Mr. Catto is still in the harness—hale, hearty and vigorous. He keeps very closely in touch with all branches of the business, directing it with keenness usually attributed to youth combined with maturity of judgment which his long experience in the trade has lent. A representative of The Review called at the store recently and found Mr. Catto at the front, waiting on a couple of customers. It was quite apparent that he still retained the zest of salesmanship for he conducted the sale with quite as much enthusiasm as he doubtless showed at the outset of his career when advancement depended upon the size of the sales book. Speaking of salesmanship, it may here be remarked that the modern exponents of the science—for a science it is—could learn a few lessons from the salesmen of the "old school." Mr. Catto impresses one as a splendid type of the merchant of the Mid-Victorian era. Courteous to the point of courtliness, suave, observant, forceful rather than obtrusively aggressive, his bearing and manner might well be accepted as a model by the modern salesman.

Mr. Catto's record of sixty-five years experience leaves him in a unique position as a judge of trade conditions. He started when the store of the "draper" contained staple articles only — linens, cloths, laces. He has seen it develop step by step into the many-sided business that a dry goods store has become to-day. He has seen improvements brough about in conditions during that time; and has likewise seen new evils creep in. To chat with him is as good as to peruse a history of the last half century in the trade for, always observant, he has retained a sound memory and can discuss problems of comparative conditions from first-hand experience and study.



John Catto, who has celebrated his eightieth birthday.

Mr. Catto was born in Aberdeen, Scotland. He came to Canada when eighteen years of age. He found his way to Toronto, and in '64 started in business for himself on the site still occupied by the business. It was a small store at the outset, covering the space now occupied by the centre aisle on the main floor. The stock carried consisted for the most part of staples. From the start a special stock of tartans was carried, Mr. Catto having conceived the idea of introducing into Canada the tartans of the Scottish clans and families. He believed that this would prove a means of preserving a patriotic sentiment among Canadians of Scottish birth or descent. Tartans have been featured in the Catto store ever since. On the occasion of The Review representative's visit to the store, a prominent showing of tartans decorated and brightened one side of the store.

The store of John Catto & Son is to-day occupying a wide frontage, and is three storeys in height. The growth of the business has been due largely to the sound principles on which it was founded, and which have been conscientiously maintained since.

Mr. Catto's friends unite in wishing for him many more years of continued health and active participation in the business he knows so well.

Mr. Catto's career has been one of continuous success, due to the possession of sterling business qualities and the rigid application of approved principles to the conduct of his store. Making customers rather than sales has been the object, with the result that a splendid connection has been built up and held for many years. This policy has been maintained, with a close eye to developments in the trade.

Calgary, Alta.—The Diamond Clothing Co. have installed a handsome new front in their store.

Store Planned to Meet Locality Requirements

Description of the store of Miller and Hohmeier, Berlin, Ont.—A splendid ready-to-wear stock is carried—Efforts are made to push sale of high-grade ready-to-wear — Dress goods section well represented.

IN PLANNING the equipment of a new store, the merchant who gives quite as much consideration to the present prosperity and prospects of his town or city as to the standards of quality and service which he desires his store to represent, adopts the fundamental principle of balance. This, in a very material way, contributes to good advertising.

Much depends upon customers' first impressions. An indifferent-appearing store and a splendid stock are as difficult for ad. men, window trimmers or salespeople to reconcile as would be a straw sailor hat on a gorgeous wax figure in a dainty decollette gown.

In the same way, a poorly assorted and medium grade stock in a magnificent store conveys a sense of inadequacy, falls short of the fitness of things so important in a progressive town or city. The merchant cannot get away from the fact that customers will always form in their minds a certain standard with regard to his store, its equipment and service. It is his duty, therefore, to see to it that his critics have little opportunity to discount honest effort.

When Miller and Hohmeier opened a dry goods store in Berlin some six months ago, they summed up the situation in this way. They were about to locate in what is undoubtedly one of the most thriving industrial centres and therefore one in which the sources and wealth and its circulation are neither speculative nor spasmodic. They saw that no mistake could possibly be made by shaping their enterprise towards high rather than indifferent ideals. Their measure of the field proved correct, and they are applying the idea in a way that is attracting profitable business.

In the first place, their store, as equipped by the Walker Bin and Store Fixture Co., is in keeping with the policy that has just been outlined. The woodwork is in quartered oak and there is not a wooden counter in the place. A reference to the plan will show that the fifteen-foot glass cases are arranged along one side of the floor and on the other are glass counter and notion case. Thus, effect display is made possible, while in the centre a series of tables answer the same purpose. The pillars in the centre are squared off with mirrors to a height of seven feet.

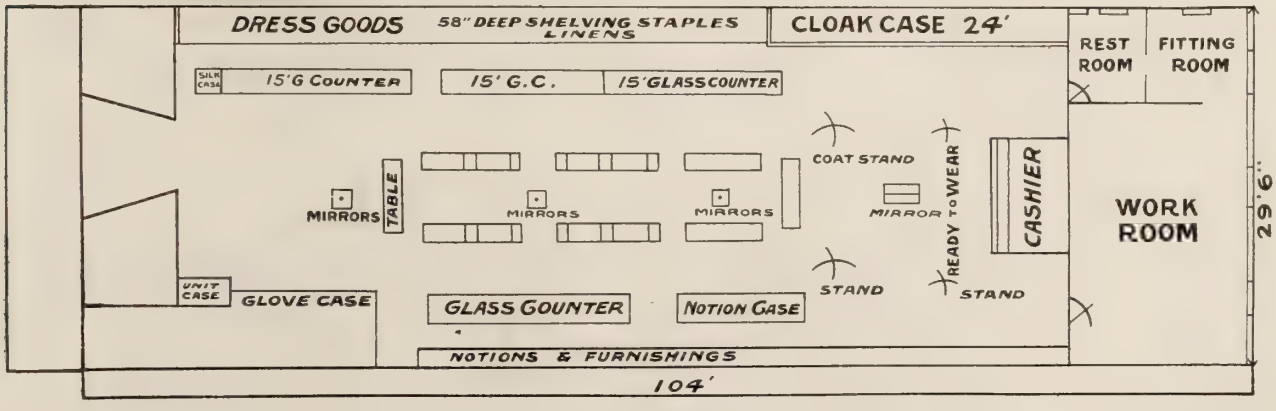
The store has a depth of 104 feet and width of 29 feet 6 inches. About fifteen feet of the rear is occupied by rest, fitting and workrooms. The ready-to-wear section takes up about 20 feet of the depth, and there is a striking instance of the firm's appreciation of standard.

"In garment retailing," said Mr. Miller, "it is an easy matter for a merchant to underestimate the requirements of his field. He is inclined to overlook the fact that style and quality can be much more strongly represented to-day than they could several years ago. The people are beginning to fully appreciate the fact that ready-to-wear is a specialized industry and as such, it has a decided claim upon their attention. We find it profitable, therefore, to carry a fair assortment of better grades—suits or dresses running as high as $30, $35 or $40. It encourages the idea of exclusiveness to do this, and while we do not by any means ignore the lower standards, we find that is an effective means towards the broadening of our patronage. It certainly does not pay for such a department to adopt low standards."

The ready-to-wear section of the store is equipped with a glass-fronted wardrobe for fancy dresses, another for suits and a series of similar racks for coats.

DRESS GOODS DEPARTMENT.

The dress goods and fabric department represents a considerable percentage of this $35,000 stock. It



Plan of the new store of Miller & Hohmeier, Berlin, Ont.



A view of the interior of the new store of Miller & Hohmeier, Berlin. A splendid view is given of the dress goods department.

occupies one half the length of the left side, and it is in front of this that the three glass counters are arranged. In connection with this section, a dressmaking department is operated to advantage, and it is striking evidence of the demand for exclusiveness that this department is always busy. One of the secrets of its success is the fact that the dressmaker and her staff are competent to handle the business that is entrusted to them. Fabric remnants are not featured specially, but are generally sold in a regular way and at regular price. The lessened amount required for skirts makes this plan more easily possible.

Such a section, combined with the idea of high standards, always enables a store to hold customers who might otherwise be inclined to go to larger centres to have their requirements taken care of.

SMALLWARE FIXTURES.

In the smallwares section of the store there are two fixtures which are particularly adapted to clean, attractive stock-keeping. One is a glove cabinet with a series of drawers or trays in which the dividers are adjustable, and with combination pull and ticket-holder containing descriptions of contents and the price. The glove stock may therefore be kept in that clean, fresh condition so necessary in winning the approval of customers, and at the same time the stock is so compact and accessible that the effect of demand may be easily noted by the salespeople. The other fixture is an umbrella case with sliding glass door. The contents are arranged in an upright position in a series of nickel-finished racks extending at right angels from the back of the case, and above these is another rack upon which several parasols or umbrellas may be placed horizontally.

This arrangement lends itself to rather attractive display, and gets away from the indiscriminate jumble of goods in a case that does little to assist selection.

The windows of the store are freshly trimmed twice a week, and the ledge displays, consisting for the most part of neat drapes, are re-arranged at least once a week. The members of the firm are young men who believe in using every opportunity for striking display, and this is the idea emphasized by the arrangement of every detail.

Mr. Miller was for some years in business in Kincardine, while Mr. Hohmeier was connected with one of the leading dry goods concerns in Berlin. At present they are occupying but one floor, but it would not be surprising to see at an early date, an extension that would take in a number of new departments, of which millinery would be one.

Calgary, Alta.—Fire, the cause of which is not known, broke out shortly after one o'clock, this morning, in the Allan block, on Ninth Avenue, destroyed the building and completely gutted some seven places of business located in it. The total loss is estimated at $200,000. The fire originated in the basement beneath McLeod's clothing store. The block, which was a one-storey structure of brick veneer, covered an area of about 120 feet square.



There is now on the way to your town—all ready for YOUR inspection, the most beautiful range of dress goods ever shown by this house.

The shades and weaves have been chosen with special consideration for the tastes of Canadian women, from samples submitted by the best makers in the world.

You will like them.

The Leading Shades in Dress Goods for Fall 1913 will be:—

BLUES—Saxe to Navy.

TANS—to dark browns.

GREYS.

WHITE and BLACK COMBINATIONS.

GREY and BLACK COMBINATIONS.

REDS.

—MATERIALS—

STAPLES;

Diagonals
Serges
Bedford cords
Tweeds
Wool eponges
Poplins

NOVELTIES;

Wool brocades or boucles
Velvet brocades or boucles
Cut velour de laine
Plain velour de laine

The samples are in your vicinity now. When may our traveller call?

The W. R. Brock Company (Limited)

MONTREAL

Annual Convention Retail Merchant's Assn.

President's address touches upon many vital problems—Bulk Sales Act discussed at some length—Some important resolutions introduced.

TORONTO, MAY 1.—President A. Welsh, of Berlin, Ont., opened the fourteenth annual convention of the Retail Merchants of Canada, Ontario Board, on Tuesday morning with a fair representation of members from various parts of the province.

Past president, Ald. B. W. Ziemann, Preston, Ont., gave the first address at the convention.

He expressed his pleasure at being present again at the annual meeting of the R. M. A. and was glad to see the trade well represented. "Organization," said Mr. Ziemann, "was the keynote of everything. Organization was taking place at a great rate in various ways." This was true so far as almost every line of endeavor was concerned.

"We have met in convention to-day," he added, "to push the claims of the Retail Merchants' Association. Western Merchants are getting together and many associations there are affiliating with us. I trust our gathering here will be profitable and pleasant." The speaker pointed out how good returns must necessarily be secured if good seed is sown and urged that such be the case with regard to the present convention.

The secretary announced that thirteen resolutions had been submitted for discussion in the afternoon, and after giving a synopsis of them, the president requested any others with resolutions to hand them in.

To open the Tuesday afternoon session, J. C. VanCamp, president of Toronto Branch, welcomed the delegates to the city.

THE PRESIDENT'S ADDRESS.

A. Weseloh, a dry goods merchant of Berlin, the president, delivered his address in part as follows:—

"With the uniting together of the various other interests, for their own protection—such as—Labor Organizations; Manufacturers' and Wholesalers' Organizations; Farmers' Associations; etc.,—comes the danger of unfair encroachments on the territory of the Retailer; not with any wrongful intention, but through ignorance of our conditions, and these conditions are only known to ourselves. This being the case, it behooves us to still further strengthen our forces and increase our numbers, and there can be no good reason whatever, to my mind, why every Retail Merchant in Canada should not regard Membership in our Association, for the protection of his business, in the same manner as he regards his life, or his fire insurance.

"Our chief aim is to protect, in every manner, the interests of the Retail Class; and this can only be done by having ready—when it is wanted—an Organization that can act immediately, and one that is strongly equipped for any and all emergencies. To wait until the enemy arrives, before we think of building our forts, or securing our ammunition, would be regarded as the height of folly, and yet, without our Organization, with its Officers and its equipment, we would be in exactly that position; or, in other words, the best way to secure peace, is to be properly equipped for war. Our position in this direction could not, perhaps, be better illustrated, than in the case of the introduction into the Ontario Legislature, at the last Session, of the proposed "Bulk Sales Act," or "The Workmens' Compensation Act," and a number of other proposed amendments, that would have had a bad effect on the Retail Merchants of this Province, had they been made law. By being prepared, through our Organization, we were able to muster our forces at a moment's notice, and call the attention of the Members of the Ontario Legislature to the fact, that as a class, we were alive to our interests, and able to point out to them wherein we would be endangered, had the proposed legislation become law, without recognizing and making provision for our objections.

SEES RETAIL PITFALLS.

"It is not my nature to be pessimistic, but if I can read 'The hand-writing on the wall,' correctly, I can perceive more dangers to the retail trade looming up in the future, than we have ever had to contend with in the past, and I sincerely hope that we will be ready and prepared to meet them. If the editorials that we read, in some of the large daily newspapers, and in some of the large circulating magazines, express the feelings of the public mind—the retail class, whom we know to be among the most honorable traders in the world—are not being portrayed in their true light, but are being blamed for almost every existing commercial evil, and are being deprecated, in order to magnify other selfish interests. In this connection, I believe that we, as Retail Merchants, should consider at some future time, the desirability of co-operating with a properly equipped press-clipping Bureau, and keep a close tab on those newspapers and magazines, who make a practice of writing articles reflecting on the position of the Retailers, and of charging them with being the 'Cause of the high cost of living,' and a host of other things that are absolutely untrue; and whether these newspapers or magazines write these articles out of ignorance, or design, the attention of every Member who advertises in these publications should be called to them,

and they should be asked to not support these mediums, by advertising in their columns. I am pleased to say that the percentage of newspapers and magazines of this class are very few, and they are almost wholly confined to those mediums in large centres, who carry Mail Order and Departmental Store Advertisements.

"Another matter I would like to call the attention of the Members to, and that is:—the lack of facilities possessed by the Ontario Government, to give information on the Commercial Conditions of the Province. They have a Department of Labor; of Agriculture; of Mining; and for almost every other interest—but the most important of all—the Commercial interests of the Province, seem to have been overlooked, as it has no Department at all.

INDISCRIMINATE DISTRIBUTION.

"At the present time, some very important rules and regulations concerning Retail Merchants, are placed under the direction of the Department of Agriculture, or the Department of Labor; and the result is, that we have Inspectors giving us instructions, who are not familiar with our work. This is a matter which I think our Convention should deal with.

"Another important matter which I think should be carefully considered by this Board and that is—the desirability of pointing out to the Ontario Government, the need for more time, from the date a Bill which concerns commercial matters, is read the first time, and the time it receives its third reading. Ontario is a large Province, and there are some important commercial matters that are introduced, either as new Legislation, or amending some present Act; and when not sufficient time is given, to enable the Merchants to properly understand them, an injustice may be done, or unnecessary opposition may arise. Unlike the Province of Quebec, or the Dominion Parliament, we have no Senate before whom these matters would again come, and which certainly acts as a further safeguard to hasty legislation; and for this reason I think that this subject should receive the careful consideration of this Convention.

THEFTS IN DEPARTMENT STORES.

"Another matter which I think is of sufficient importance to receive the attention of this Convention, and this is:—the increased expense of our criminal courts, by petty thefts that take place in departmental stores. I believe that the proprietors of these stores should be compelled to protect their goods in such a manner, that the prosecutions that take place can be greatly reduced. This has been done in other Cities in the United States and Europe, and it should be done in Ontario. I trust that this will receive your attention.

EXECUTIVE COMMITTEE REPORT.

The report of the executive committee on Provincial Legislation was given by the secretary.

The committee took the ground that the proposed Ontario Bulk Sales Act was an improper one from the standpoint of the retailer. Many reasons were cited, among them the following:

(a) It prevented an honest merchant from disposing of his business rapidly.

(b) A purchaser before buying a business ascertains what the seller owes before any money is paid over, and this could be used as a lever to get the stock more cheaply if the purchaser so desired. Particularly if the creditors were owed a large proportion of the purchase money.

(c) It was claimed to be too expensive for the seller. He would have to pay 5 per cent. of the selling price over to the trustee.

(d) "Character" was overlooked in drawing up the bill. The committee claimed there were so few absconders, that the bill would injure hundreds of honest men to get at one or two dishonest men.

(e) Wholesalers and manufacturers should be more careful in giving credit; if honest men only were given credit there would be no fraudulent sellers.

G. B. Ryan, Guelph, Ont., took exception to some of these claims. He had been in business a good many years and had seen rascals sell out and disappear, leaving creditors without their money and injuring legitimate honest business. He maintained that some such act should be passed. He did not deem it a reflection on the character of an honest retailer. "If I owe," he said, "a lot of money to a creditor, part of my stock is his. If I'm going to sell out I consider he should know it. If there are some hardships in the bill, let us have them eliminated, but as I read it, it seems to be a pretty good bill. I do not see that it will cost the seller anything to dispose of the business."

Mr. Ryan quoted from the Bill as follows to substantiate this contention: "The fees or commission of any such trustee shall not exceed 5 per cent. of the total proceeds of the sale, which shall come to his hands, and shall, with any disbursements, be deducted out of the moneys to be received by the creditors and shall not be charged to the debtor."

RESOLUTIONS SUBMITTED.

A number of resolutions were dealt with, discussed, some amended, and others passed as read. Among them were the following:—

> "Following out the recommendations made in the president's address, we hereby request the executive officers to call the attention of the Ontario Government to the fact that there is not sufficient time given between the time that a bill is introduced and the time that it receives its third reading, and this does not give the merchants sufficient time to consider the same."

This was left in the hands of the executive committee.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXV. TORONTO, MAY 7, 1913 No. 9

Prices of Textiles.

AS POINTED out in an article in this issue, the year 1912 saw a general and substantial advance in the price of textiles. Various reasons are advanced for the marked upward trend, but back of it all is one underlying cause, the heavy increase in demand. In the face of large increases in production, the demand was sufficiently large to bare the market and keep prices on the ascendant. This was notably true of silks during 1912. Starting the year with heavy stocks in sight, it looked as though weak prices would prevail. So immediately were evidences of a strong demand manifested, however, that the opening quotations proved the lowest of the year. Strength was maintained right through and at the end stocks were practically cleared out. The result was a brisk opening at the start of the present year.

As there are manifold evidences of demand continuing heavy throughout 1913, it is assured that prices will continue to show strength.

Business Efficiency.

GREAT STRIDES have been made toward the perfection of business appliances. With the typewriter, the adding machine, the modern filing cabinet and the many other features which have been introduced for the simplification and improvement of office work, it has become possible to handle business affairs more expeditiously and with less danger of mistakes or omissions than in the past.

The high standard of efficiency which has been achieved in business appliances and systems was amply demonstrated at the Business Men's Show, held recently at Toronto. Demonstrations were given which showed the results obtainable where modern systems were applied, in point of increased service, accuracy and economy of time and labor. A great many of the visitors undoubtedly found plenty to surprise, even to astonish them in the exhibits.

The merchant to-day has no difficulty in putting his business appliances and systems on a standard of highest efficiency. More difficulty is experienced in maintaining efficiency in the staff; and this is a consideration of perhaps even more importance. No chain is stronger than its weakest link; no business organization can be classed as thoroughly efficient if there is weakness in any single unit. No matter how seemingly unimportant a position may be, its incumbency by one who is lazy or incompetent will weaken the organization to a degree far out of proportion to the importance of the position.

The business man must strive to put his organization on a basis of personal efficiency. In retailing, the importance of the business end has long been properly estimated and in the better organized stores it will be found that quite as close attention is paid to the handling of office affairs as in the largest business corporations. In the smaller stores, however, the lack of proper system and of efficiency is often sadly noticeable. The type of dealer who runs his collections on a haphazard system, who has no accurate knowledge of the stock he carries, who lacks the system to check the handling of stock at all stages, is unfortunately a common one.

The laxity thus displayed is more often the cause of a firm's downfall than lack of judgment in buying or weakness in the sales end. Efficiency in business management is the feature which the retail establishment primarily needs to-day.

Common Sense to Rule.

JACQUES WORTH is credited with some extremely interesting statements on the occasion of his recent visit to New York. Mr. Worth is a believer in common sense fashions for women and what is more to the point, he voices the prediction that the ideas now prevailing in the matter of dress will become practically permanent.

Feminine dress to-day is modeled on lines which approach closer to what common sense would dictate than at any previous time. The straight, slender lines are both becoming and conducive to comfort.

The modern woman has become a devotee to sport, motoring, golfing, riding and walking being regular features of her daily routine. For such purposes the present dress styles are admirably adapted and, as woman's addiction to athletic recreation is likely to become permanent, the chances are that styles will never get very far away from present standards. At any rate, all will feel inclined to lend affirmation to the prediction of Mr. Worth to this extent, that radical departures or reversions to the days of crinolines and flowing skirts, are practically out of the question.

To Check Dishonest Advertising.

The time was when people accepted statements contained in an advertisement with as much faith as if every word had been duly sworn to. Nowadays they do not give to advertised statements the same amount of credulity. They carefully weigh what they read, showing in some respects an uncomfortable degree of skepticism.

This attitude is the inevitable outcome of the trend toward dishonesty, deliberate in some cases, unconscious in most, which has developed. Not only has the bluffer become a fairly common type among advertisers but a tendency toward exaggeration has developed which infringes on dishonesty if it cannot be absolutely classed as such.

It is gratifying to note that a feeling of uneasiness has been spreading among advertisers over the possible outcome. It is being recognized that the public will refuse to put credence in advertised statements if the tendency toward exaggeration is allowed to develop further. There is a widespread feeling that the time has come to eliminate exaggeration and false valuation from the retail advertisement, to get back to the point where the merchant advertises his goods on their merit only without the backing of superficially extravagant claims.

The exaggeration habit is by no means a general one but there are enough doing it to imperil the results obtained by those who hew to the line of absolute veracity. All honest advertisers will, therefore, lend their heartiest support to any movement which has for its object the suppression of fictitious claims.

Putting Credit on Business Basis.

The Saskatchewan Division of the Canadian Credit Men's Association, Limited, has issued a pamphlet to retailers relating to the financial stringency. They state that the financial stringency is not a new one; it has visited us before and will no doubt visit us again, and will have every commercial community within its grasp unless the fundamentals of business principles are strictly adhered to by every dealer and every merchant. They wish to impress on the minds of the retailers that they cannot afford to lend their money to all and sundry without satisfying themselves as to the intention and ability of the borrower to repay. Why not then use the same care in parting with merchandise which represents money? They point out that the indiscriminate giving of credit does untold harm to the wholesale houses who carry the retailers and rely upon them to promptly discharge their obligations to the wholesalers. They strongly advise merchants to introduce the cash system as much as possible and, although it may not be possible to place a business on a cash business at once, it is a good plan to make a very rigid selection of credit accounts and to give credit only to those whom experience has proved to be entitled to credit. Merchants are advised never to allow credit sales to exceed 25 per cent. of their turn-over, also to collect all outstanding accounts now and teach customers to do business on a cash basis. They also state that the day is not far distant when the merchant who persistently refuses to curtail his credits will in turn have his credits curtailed by the wholesale trade.

Against Woollen Preference.

INDUSTRIAL CANADA, the official organ of the Manufacturers' Association, has been indulging in some pointed remarks on the subject of the British tariff as applied to the woollen industry. The advisability of more protection is very broadly hinted.

Industrial Canada asks those who believe in supporting Canadian industry to consider the results of the British preferential tariff before advocating its increase. In 1901, with a preferential tariff rate equivalent to 23½ per cent., the importation of British woollens was valued at $5,889,801, and in 1911, although in the meantime the preferential duty had been increased to 30 per cent. ad valorem, the importation of British woollens was valued at $12,682,259. During the same decade the capital invested in the woollen industry in Canada had decreased from $10,587,808 in 1901 to $8,539,305 in 1911. This simply means, says Industrial Canada, that the British preferential tariff in woollens benefited British manufacturers at the expense of Canadian manufacturers. Here is the conclusion of the whole matter as the manufacturer's official organ sees it:—"If capital invested in the woollen industry decreased by $2,048,503 during the last census decade, what decrease may we expect during the next decade if the British preference on woollens is not reduced, and what would happen to our woollen industry if the preference were increased? In dealing with the British preferential tariff, not only in the woollen industry but in all Canadian industries, it is only reasonable that we should safeguard the workmen and the business of our own citizens first."

CANADIAN FUR TRADE NEWS

Merchants Have Chance to Put Furs in Storage

If sufficient volume could be obtained, merchants could obtain flat rate for storage of their own furs and those of customers in large storage plant—How plants are constructed—Advantages of the plan.

COLD STORAGE is the proper method of storing and preserving furs. Merchants and furriers are offered the advantages of cold storage at minimum rates. They can improve their stock-keeping and stock systems and at the same time advertise a service of cold storage facilities. This is a good field of development. Although not entirely perfected the system is broad enough to interest furriers and through them establish a system of co-operation. Outside of this, the service to customers and merchants is manifold. The saving of express charges is a good argument. Good advertising without expense results from the interest taken in customers' garments. A close knowledge of the condition of furs is possible and furriers are advised of prospective sales. Customers are better satisfied because of the life of their furs and the personal interest of furriers in furs which customers have purchased.

The development of modern cold storage facilities has been gradual. For several years the idea applied only to individual stocks and customers' furs. Furriers did not look upon the venture as a paying one. To-day the facilities embrace the whole field on account of the growth and success of the plan. The completion of large plants has provided the room, which is now available to increase the service. Although stock may appear large in the showrooms, the same space is not required to pack it away. Enormous quantities can be stored and the costs are almost equal for operating the plant. Customers have been educated to know the advantages. All the numerous problems of location, low insurance and overhead expenses have been solved in the furriers' interests. Any furrier can now make arrangements to store both stock and customers' furs in ideal surroundings. Storage can be had at minimum cost. This is an important feature in merchandising. The reduction of expense and the increased storage equipment is of vital importance to furriers who take advantage of the facilities.

Most merchants know the disadvantages of storing their own and customers' furs. Usual conditions in many systems of storage are recognized as harmful. Results of cold storage are preferred no matter how efficient a furrier's system is. Each merchant, who is familiar with vaults or the older methods of packing in boxes, cases, tar-paper bags and moth balls, knows the effect on different furs. At the same time he assumes all the risks. The natural depreciation of furs during the time they are packed in an unnatural temperature is estimated at from 5 to 10 per cent. of the value. Insurance in most of the localities is high on furs. Furs carried over do not sell with the same snap another season. This is because they are familiar to the salespeople and the appearance is never the same again. Any advantage of having furs within reach is questionable. Sales during the Summer season are usually effected at a loss. If a sale is made at a profit the risk of moths and the time of repacking probably make the margin too small for the trouble involved.

A close inspection of cold storage systems shows the advantages for customers' and merchants' furs. Under modern process, all furs are thoroughly cleaned by vacuum or electric machines. Each piece is treated scientifically. All dust or moth eggs (if there are any) are removed. Furs are hung in a natural temperature on separate hangers. This, and the effect of the air cleaning system gives renewed life to the pelts. The oil in the skins is not dried out and the action of the circulating air and the clearness of the air are stimulants to the lustre and general appearance of furs. The system is preservative and furs are worth more in the Fall than when put away.

Modern cold storage buildings are constructed to scientific specifications. Several later improvements are seen in domestic cold storage plants. The most modern structures are brick and concrete and between this in all the walls are 5 inches of antidotal cork. In Canada, vaults are separate, which reduces the fire risk. Circulation of air in the vaults is controlled independently for each one. For instance, there is no connection whatever between the vaults reserved for raw skins or other furs and this

FURS FURS



Established 1852

MOOSE HEAD BRAND

OVER 60 YEARS BEFORE THE PUBLIC

The old reliable brand of furs that has led pre-eminently for years for quality and style.

The quality has never deteriorated.

Style always advancing.

FURS FURS

LADIES' Cloaks, Neckwear, Muffs, Fur Lined.

MEN'S Fur Lined, Fur Coats, Caps, Gauntlets, Collars.

CHILDREN'S Caps, Muffs, Collars, Sleigh Robes.

SLEIGH ROBES

Inspect our line and see an up-to-date set of samples.

L. GNAEDINGER SON & CO.

MONTREAL

overcomes any possibilities of tainting. Dampness is impossible and this is due partly to the construction of the building and to the action of the air. Inside walls and fixtures are painted white and are antiseptic. In a proper vault the circulation of air keeps the temperature uniform both at the top and bottom. The air is surcharged with disinfectant for protection. Each of the vaults is dustproof.

The temperature of the different vaults is maintained by special machinery. Ice is produced in the refrigerating pipes in the basement or chill room. Cold air is drawn off these pipes by a huge fan and enters the vaults from below. The circulation is continued through pipes at the top of each room. No air can enter the vaults from outside. At all times the atmosphere is clear and crisp as on a winter's day. The odor attendant on other forms of storage is absent when the furs are taken out for another season.

The scope of co-operative cold storage is in its infancy. The scheme has not developed sufficiently to make a flat rate to furriers for bulk shipments. It is proposed to do this shortly and to include carpets, rugs, and perishable fabrics belonging to people, who close their homes for the season. Merchants will have the option of a flat rate for storage, which costs them practically nothing. This depends on the arrangements which are feasible and the success of their offer to customers. The cost to merchants is relative to the volume of stock furs and the quantity of furs, which customers entrust to the merchant. If the difference between the bulk rate and the charges to customers can be made sufficient, one cost offsets another. Shipping charges can be estimated for both merchant and customer in the average. At any rate, customers are saved express or freight charges for storage in the regular rates, only through the furrier.

At present, the firm's controlling the cold storage plants have not worked out a flat rate to cover all conditions. They reserve the right to refuse accounts for unseen reasons. However, prices are usually defined by the volume of furs. Customers are charged 3 per cent. of their own valuation on dyed furs and 5 per cent. on natural. The advantage to the merchant is in the advantage of the best flat rate he can secure and the nominal revenue from customers. Costs are less than the insurance rates in the average town or city. Therefore, furriers save money on this item alone.

As an advertising stunt, merchants could afford to pay the regular rates as a service to customers. But they can do better, and can benefit by this ad-

(Continued on page 38)



Matched set of selected pointed fox, reversible animal throw (three skins), and large bolster muff. Courtesy Hartwick Fur Co., Toronto.



We ask you to look closely

at the range of samples our travellers are now showing for next season.

EXCEPTIONAL VALUES IN FURS

PERSIAN LAMB, MINK, WOLF and FOX,
HUDSON SEAL, MUSKRAT, ELECTRIC SEAL,
Etc., Etc.

They will stand your closest inspection for style and value.
It will pay you to see this range before placing your orders.

OUR REPRESENTATIVES:

Mr. John Maitland — **for Ontario**

Mr. Martin Williams — **for Western Canada**

LABERGE, CHEVALIER & COMPANY

MAKERS OF STYLISH FURS
MONTREAL

There Are a Few

cover positions for 1913 still available. If you desire this important position for any particular date let us know now so you will not be disappointed.

The outside back cover on Canada's only semi-monthly dry goods paper is a position worth while. Write for particulars.

DRESS GOODS AND FABRICS

Softer Colors in Wider Variety for the Fall

Fall tints softer than those seen at present — High class trade adopting neutral tints, but a wide variety of colors will be wanted for popular selling—The probable favorites.

THE OUTSTANDING feature of the present season is the remarkable rapidity with which, high colors have come into prominence, particularly in the popular end of the trade. As a rule such a development is more gradual and takes several seasons to fully mature. This time, however, there has been a quick turn, with little previous preparation, from black and white, and dark staple tones, to a full range of high colors.

Fashion never stands still, and white color in wide variety will be the vogue in the coming Fall, the tints are softer, and what may be termed soft tones of bright color will be the keynote.

It is not unlikely that the very general adoption of bright colors has led to the introduction of neutral colors, for the exclusive trade always drops a mode when it becomes widely taken up. Colors of this class are known as earth colors and are such as sand, mud and slime colors and a greyish white known as clay. Other colors on this order are Niggerhead and a dull dark grey green, which is taking the place of emerald.

While navy is being dropped in Paris, this color and a long list of novelty blues such as Delft, Copenhagen Persian, Royal Gobelin, forget-me-not and sky will have a high place in the Fall color list. Following blues will come browns with the tendency in dresses towards the yellow tones. Castor and caramel will be favored for the high-class trade and other novelty colors will be mahogany and bronze. Seal, tobacco and net browns will be the sellers for the general trade.

Novelty browns will shade into yellows and brass, mustard, maize, coin and tilleul promise to be good selling evening shades.

All tones of red are in for great consideration. High novelties show brick and copper tones, and military styles should bring scarlet and cherry reds to the front. Beauty shades, and garnet and wine tones also look promising. Coral shades are used to combine with browns, novelty blues and light tans. And a color that is steadily coming to the front is vieux rose. Greys are less important. Taupe is finding favor and, with the cheaper trade, light and dark nickel greys will take the place of this color. Greens have not been very prominent for a number of years, emerald being the the only really good selling shade. There are signs that with a more extended list of colors, green will again come into favor. The greens showing this Fall will be very dark and on the myrtle and bottle order.

The purples will be away from the present full colors and wisteria and plum shades will be the best to select. Color combinations will be strong, and generally speaking just touches of the high novelty colors will be used to brighten up the more staple colors. This is a feature that buyers will do well to study carefully as judicious selections will do much to give a good color assortment without unduly increasing the size of the stock.



Advanced patterns and the source of their inspiration — Samples which show the Post impressionistic artists influence.

McIntyre's

The Specialty House of Canada

Crown LINENS Brand

For Fall 1913

In this department we have a most complete assortment of Linens of exceptional values for Fall 1913, also a complete stock for immediate delivery.

Table Cloths—Latest designs in Plain, Hemstitched and Scalloped, in all sizes, with napkins to match.

Afternoon Tea Sets, Fancy Guest Towels of all descriptions—Embroidered, Hemstitched, Scalloped and Plain.

New Range Embroidered and Lace Fancy Linens.

S40—Fine Washed Crash is a leader in every large retail Linen Department to-day, and is stocked in 16, 18, 20, 22 and 24 inches.

For Spring and Summer Sorting Trade

A full range of White Bedford Cords, Voiles and Brocades.

Cotton Goods Department.

McIntyre Son & Co., Limited

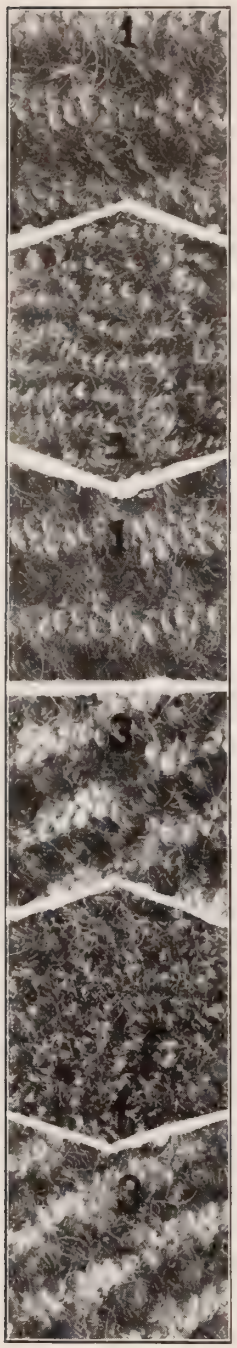
MONTREAL and WINNIPEG

OFFICES IN

Halifax Quebec Ottawa Peterboro Toronto London Calgary Vancouver Hamilton

European Offices: Manchester Paris Chemnitz

The Raw Silk Market is Reported Active



Group A.

Many lines of silks in short supply—Staples well booked for the coming season—Crepes lead—Brocaded satins well featured—Moires the novelty—Some talk of plaid taffetas—The trend in fancies not yet definitely defined.

STOCKS of raw silks in all the primary markets are small, and in view of the increasing consumption, the present prices look attractive, and buyers are covering their needs until the new crop comes into the market.

Advices from Milan report an active market, with prices high for cocoons, the supply of which are running low. This applies particularly to white Levant cocoons, the importation of which is limited, owing to the war in the Balkans.

Prices are steady in Yokohoma, and Canton reports no stock on hand, and contracts made ahead at advancing prices for the new stock for June and July delivery. Shanghai prices are firm, and with little white silk on hand. Cocoon prices are at a high level, which is almost certain to be maintained when the new season opens.

The silk market both wholesale and retail still maintains its activity and, when the difficulty of procuring many wanted lines is considered, there is little doubt about stocks being well cleared before the end of the season.

The Fall business transacted so far on lines so well established as to be considered staples is most encouraging. Cutters up, doing a popular-priced business, have ordered messalines and satin de chenes freely, and manufacturers doing a higher grade business, have ordered plain and brocaded crepes, crepe de chines, and brocaded satins in soft drapy weaves.

It is anticipated that cord weaves, particularly in poplin and bengaline effects, and in Ottoman cotele and cote de cheval weaves will be good. The present development in favor of moire, particularly in favor of heavy cord weaves, continues and moires both in antique and in Francaise patterns are expected to be good.

There is a general anticipation that fancies will be strong, but the direction in which to look for the leading novelty is still doubtful. There is a general hesitation on the part of buyers to commit themselves too strongly to Bulgarian effects as it is thought that they are too singular and too striking to last over for another season. Persian patterns have been put forward in some quarters, but the result is not encouraging as their extended run a few seasons ago is too well remembered to allow them to be classed as a novelty. Plaids are hopefully put forward and Paris says plaided and flowered taffetas, but so far there are few signs of any returning extensive vogue for taffeta. It is perfectly certain that the demand for vivid and extreme colorings will continue and that the Fall novelty in silks will come in the high colors.



Group B.

Fabrics Illustrated

Group A.—Astrachan cloths woven eiderdown machines. These clothes show the loop or curl in black and the ground in high color. Shown by McIntyre & Co.

Group B.—1. Cord ratine in two colors. 2. Two-colored diagonal heavy-looped cord in black on a royal blue ground. 3. Cote de cheval in Persian blue and black. Shown by M. Pullan & Sons.







JAPONETTE CRÊPE

Guaranteed Fast to Sun and Tub.

The cloth with a permanent crinkle that will not wash out.
For Ladies' and Children's wear.
Used for Kimonas, Underwear, House Dresses, Children's Dresses, Blouses, etc., etc.

Dominion Textile Company, Limited

Montreal







Sold at a lower price than ever before and equal to any cloth on the market at a higher price.

Fall Outlook Is Promising

Better business done on dress fabrics than on the cheaper grade of suitings — Novelties come in velour and eponge weaves—Bedfords, cote-de-chevals and diagonals lead for popular priced selling.

The Fall outlook is decidedly promising, for the demand is broadening and instead of business being done on a restricted fabric basis, the selling will spread over a number of attractive lines. Though there promises to be a curtailment in the matter of the cheaper lines of suitings this condition is offset and amply made up for by the interest manifested in novelty lines suitable for dress purposes. This applies to colors as well as cloths and more colors and brighter shades will be asked for.

Cord weaves are strong for popular selling and Bedfords, cote-de cheval which are softer finished and drape better and diagonal weaves are featured for popular selling. Serges have still a high place but they have many rivals in the field this year. Prices are high and this fact as well as a desire for some change is causing the makers of children's and the cheaper dresses to turn to Panamas of desirable quality. Poplins have been tried out as a rival to serge, but have not proved satisfactory as so many makes slip unless the cloth is of high quality. Rough diagonal serges are in high favor and will be big sellers.

Following the favor accorded to brocades in other weaves, brocaded wool fabrics are put forward. These fabrics have not been seen for a generation and, therefore, come as decidedly new. Jacquard patterns in raised and pressed-in figures are the high novelty for wraps and suits and on cotele and Bedford grounds should find favor for dress purposes. Many buyers are matching their brocaded fabrics with plain so that the coat may be made of the fancy and the skirt of the plain. The considering of the suit or costume of contrasting materials brings out the consideration of the revival of plaids. There are indications that plaids are to be more considered in the future, and there is considerable vogue for Shepherds' plaids at the present time. Paris is also talking plaids in silks but so far there is, as applied to popular trade only, a tendency and no really definite development.

Arrange to have Summer holidays the first two weeks in August. Spend three days at the convention! Meet the leading men of the craft and fellow trimmers from other towns and cities.

The general tendency is in favor of buying better grades of materials and, compared with only a few seasons ago, the price average in the majority of departments has risen enormously. In high priced materials, velour de laine plain and novelty weaves in eponges, wool cords, and cut cords will be good.

With silk crepes so popular and drapery effects strong, it is only logical to expect that wool crepes will command an extensive sale; also that the softer finished mohair fabrics will come into more prominence.



1. Black plush with baby lamb. 2. Imitation cony mole. 3. Imitation mole. 4. Plain plush. 5. Plush in imitation of small joined mole skins. Shown by M. Pullan & Sons.

REMOVAL NOTICE

BY moving to 55 BAY ST. we are doubling our floor space which we find necessary to do to keep pace with our rapidly increasing business—

to give our patrons the service that our unvarying policy demands.

With our immense Fall range, backed by increased and improved facilities for handling the new business, we are prepared to give a service that heretofore was impossible.

Our representatives are out with the full range of samples, including:

Silks of all kinds
Ribbons in all colors
Ties
Handkerchiefs
Fancy Linens, etc.

Latest in Design **Lowest in Price**

The SILKS COMPANY, LIMITED

in our new home, **55 BAY STREET, TORONTO, Canada**

Thomas Block, CALGARY



READY

Dress Goods For Fall 1913

¶ Our Salesman are now showing their complete range.

¶ As our buyers returned from Europe only a few weeks ago, we show the newest and choicest of fabric productions—far in excess of our standard. When you see these, you will understand why we advised you to **WAIT**.

¶ Those who would add **TONE** and **QUALITY** to their **DRESS GOODS DEPARTMENT** will take first opportunity of seeing our range which for style and value challenges comparison.

¶ The important materials, many of which we have exclusively and in all leading colors are:—

Corduroys

The new Royal Polo Twills,
Bedfords and Bedford Diagonals.
Bulgarian Cords.

Jacquards

In Dress Goods and Suitings
Crepe de Venise, Coteles, Venetian de Soie, Whipcords, *plain cloths to match.*

Composé Suitings

Two-tone checks and brocades
With plain cloths to match.

Serges

Our famous "Regal" range, which is increasing in popularity.

The new **Blister Suitings** for smart Walking Suits.

Although we have placed big contracts for these cloths we advise you to order early so as to ensure proper deliveries at the opening of the season.

Brophy, Parsons and Rodden, Limited

Montreal

Dry Goods Specialists

Offices in

Ottawa, Ont. **Toronto, Ont.**

Laces and Embroideries

Our stock is now complete with all the latest novelties selected from the best centres in Europe.

We would draw your attention to the following specials in Embroidery:

M 500	25 pieces	20 yards each	20 pieces Edging, 5 pieces Insertion	3c per yard.
M 650	12 pieces	20 yards each	Matched Sets Embroidery and Insertion	3½ per yd
M 653	25 pieces	20 yards each	20 pieces Edging, 5 pieces Insertion	3¾ per yd.
M 651	12 pieces	20 yards each	Matched Sets Embroidery and Insertion	5c per yd.
M 614	12 pieces	20 yards each	Corset cover embroidery	11½c per yard.
M 601	5 pieces	13½ pards each	Corset cover embroidery	16½c per yard.
M 602	6 pieces	20 yards each	Corset cover, work full width,	18c per yard
M 616	27 inch flouncing, 10 yards to piece, 6 patterns			20c per yard.
M 608	46 inch flouncing, 10 yards to piece, 6 patterns			37½c per yard

Our stock of laces consists of **Nottingham Vals.** and Torchon, Calais Vals., Oriental, Guipure, Baby Irish, etc.

Ask our traveller to show you these lines. They can make money for you.

White Goods

We have all the wanted lines in stock. Indications point to big sorting demands for Crepes, Piques, Repps, Mattings, Voiles, etc., and staple lines, such as Lawns, India Linens, Mulls and Nainsooks.

Samples cheerfully submitted upon request.

Our 8c and 10c Ginghams in all patterns, also Chambrays, are now in stock.

Brophy, Parsons and Rodden, Limited

Quick Shippers

25 Victoria Square Montreal, Que.

A Review of the Price Movement in Textiles

Past year saw a uniform advance in practically all lines—Woollens advanced rapidly during the latter half of the year—Big demand for silks—Effect on present year prices.

THE THIRD annual report on wholesale prices in Canada, published by the Department of Labor, gives some very interesting statistics with regard to the developments in textiles during the year 1912. The information is valuable in that it has a distinct bearing on the market conditions of the present year.

The report summarizes the features of the year in textiles as follows: the rise in the price of woollens, chiefly in the second half of the year; the advance in cottons from a low level in January to a considerably higher level by December; the similar movement in silks; the unprecedented prices which ruled for jute products; and the steady strength of linens. The general movement of textiles, as shown in the accompanying chart was from a price percentage of 114.7 in January to 126.8 in December, accepting the average prices of 1890-1899 as 100. This is a rather steep advance, explained largely on the ground that the year 1912 was one of prosperity and expansion in practically all branches of textile manufacture.

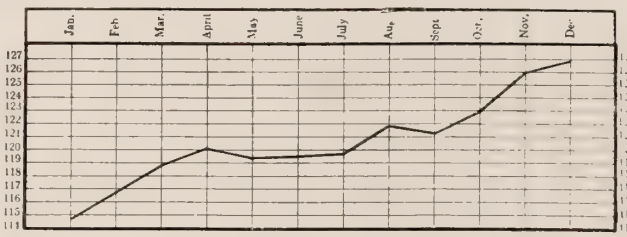
In wool and woollens, the Canadian trade had a favorable year, the mills being more active than for some time back. This activity was due to a well-maintained demand from the trade. Prices remained steady with a tendency toward firmness during the first half of the year. Advances were made during the latter half. The rise in wool and wages was made the basis for a marked advance in most manufactured lines during October. Ontario wool, washed and unwashed, was steady from January to July, rose during August and September, and remained on the higher level for the rest of the year. The average price of washed wool at Toronto for the year was 19.9c, as compared with 20.1c in 1911, and for unwashed 13.5c, compared with 13.8c.

Grey cottons, woven colored fabrics and prints were all higher in Canada at the close of the year than at the beginning, although in each case the average for the year was lower than the corresponding average for 1911, due to the extremely high level which was reached during the first half of the latter year.

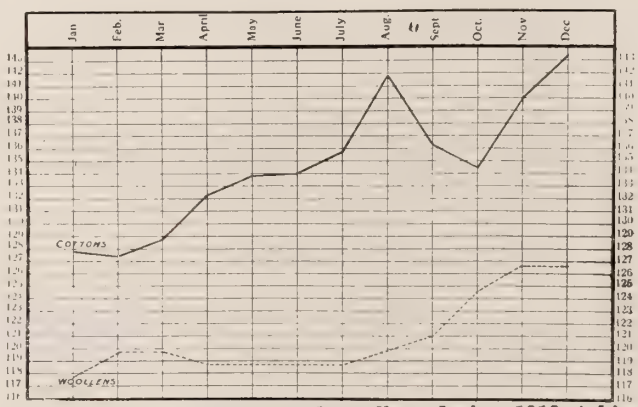
Silks on the other hand, were very low in price during 1911. Consequently, January, 1912 opened with the visible stocks of silk and cocoons the largest in the past five years. The opening price, nevertheless, proved the bottom figure for the year. The advance was due to a distinctly heavy demand for silks. With brisk selling the reserve stocks were soon depleted and this kept the prices up. The silk crop of 1912 resulted favorably in every country with the exception of the Levant, aggregating 24,000,000 kilos, as compared with 22,650,000 in 1911. With this surplus, it might at first glance seem that prices might prove easier, but with the improved trade conditions and the largely increased consumption, it is practically assured that the surplus will be absorbed without difficulty.

Jute went to the high price of 5½c in November and December.

There has been continuous expansion in the industry during the past few years; the number of looms in Calcutta (India being the great producer of jute) is 32,632 now, compared with 17,595 ten years ago. There are about 13,000 looms in Dundee. Exports of burlap from Calcutta have grown from 291,591,091 yards in 1901 to 573,083,500 in 1911, but exports from Dundee have declined. The increasing use of burlaps for packing purposes renders the trade to a certain extent a barometer of the prosperity or otherwise of the various industries. Stocks were low in January, 1912, and the demand has been unusually active throughout 1912. At the end of the year all lines were reported well sold into 1913. The 1912-13 jute crop is estimated to reach 10,000,000 bales.



Relative prices of textiles during 1912, taking average prices from 1890 to 1899 as 100.



Relative prices of cottons and woollens during 1912, taking prices from 1890-1899 as 100.

Early Fall Dress Goods Orders Essential

¶ Conditions in every dress goods manufacturing centre and every branch of the industry clearly indicate continued difficulty in securing deliveries of desirable fabrics.

¶ As all our orders are filled first come first served, we earnestly request our customers to place their Fall requirements when our traveler calls, and to err, if at all, in making such provisions as to avoid over-generous repeats.

¶ We have confidence in a strong demand for:—

Crepe de Venise
Velour Cotele
Whip Cords, Bedford Cords
Diagonal Cheviots
Freise Cheviots
Freise Boucle
Jacquard Cheviots

the latter to feature as a novelty

¶ Our Fall samples represent a safe guide for your selection as to both staple cloths and desirable novelties. Our values illustrate the advantages of our buying connections.

PRIESTLEY'S DRESS GOODS, for which we are sole Canadian agents, contain the latest and most fashionable weaves.

DRESS GOODS DEPARTMENT

Greenshields Limited

Montreal

Cotton Fabrics for Fall

Ratines and sheer weaves in high-priced cottons in crepe and voile weaves put out for indoor wear—Many new color effects being produced.

With the advent of high priced cottons, there is more tendency towards an all the year round trade in this department. Many of these cotton fabrics closely approximate the woollen fabrics in the same weave and yet have the washing advantages of a cotton material. Therefore, ratines, cord and serge weaves are being put forth as appropriate for dreses for indoor wear. In these cotton fabrics, as in silk and velvet, matelasse and brocade patterns are the high novelty. Voiles and crepes are very much en-evidence and many novelties ornamented with ratine figures are shown. With higher priced goods selling and with fashion favoring novelties, many new color effects are being produced, and colors hitherto confined to silks and wool fabrics are now procurable in high grade cotton materials.

Big Pile Fabric Season

Velvet and plush figures on satin, chiffon, and faille grounds will have great prominence — Plushes strong for trimming and millinery purposes — Plain chiffon velvets and chiffon velveteens selling freely—Fur plushes and astrachans to be extensively used for trimmings and cloakings.

All indications point to the use to a very large extent of rich pile fabrics during the coming winter. For the dressy wrap and for combining with plain materials for costume purposes, velvet brocades on satin, chiffon, and soft faille grounds will have great prominence. Matelasses and stamped plushes and raised plush figures on satin grounds will be favored. Chiffon velvets and velveteens in chiffon weights and of high quality have already had a big advance sale. Plain velvets are more favored than cords, but there are many novelties selling in fancies, brocades, and novelty effects. Silk plushes will have a wide distribution both for trimming purposes and for cloaks and fancy wraps. Plush in all the new shades is being heavily booked for millinery purposes. This material finished the late fall season in a high position and is regarded as strong for the coming Fall. The introduction of attractive novelties into cloaking plushes in imitation of various furs has resulted in an enormous sale. Seal plushes are still good but astrachans, Persian lambs and mole skins have been extensively taken both for cloakings and for trimming purposes. Civet cat is a novelty that is also being taken up and will be used to trim both suits and in combination with other imitation furs.

Specializing in Dress Fabrics

In the dry goods trade, the specialist is one who recognizes, first of all, the advertising value of featuring strongly one or two lines. It is a plan that secures for a merchant a more specific classification, in the minds of the public, than where he devotes his energies to a more general assortment. That is the view of Mr. Cavil, of Cavil & Galloway, Collingwood, whose specialty is fancy and staple dress fabrics. It is a store that is conducted largely with a view to that class of trade which insists upon a certain individuality in dress, or with whom the term exclusiveness of style is still a significant term. The problem in Collingwood, however, as in most towns of its size, is the scarcity of capable dressmakers.

Merchants Have Chance to Put Furs in Storage

(Continued from page 26)

vertising and pay for the storage of their own furs in proportion to the difference of their bulk rate and the revenue from customers. Well managed departments can conduct their advertising and make agreements which afford this broad service, to eliminate all charges to the merchant. It looks like good business.

A FORM LETTER.

The attached is a form letter which merchants might send to customers in an effort to interest them in fur storage:

Dear Sir or Madam:—

Now is the time of the year to think seriously about the storing of your furs. By the best processes known to science we protect furs from damage of every known sort, and insure them against moths, fire and loss by theft.

All garments when left with us are examined and thoroughly cleaned before being placed in storage.

We also make a specialty of repairing and remodeling furs, and orders executed during the Summer will receive every possible attention. Charges during this period of time will be more moderate than in the rush season.

On receipt of a postal card, or a phone message, we will call at your home. As soon as received they are fully insured at a cost of 3 per cent. of your own valuation on dyed furs, and 5 per cent. on natural.

Yours truly,

GRAND PRIX FRANCO-BRITISH EXHIBITION, 1908

WORRALL'S

GRAND PRIX TURIN EXHIBITION, 1911.

IT IS ESSENTIAL

WHEN BUYING YOUR COSTUME

VELVETEENS

THAT YOU SHOULD MAKE SURE THEY ARE IN GUARANTEED FAST-TO-RUBBING DYES.

ALWAYS INSIST ON GETTING

WORRALL'S FAST DYES

THE DISCOVERY OF THESE DYES IS THE RESULT OF YEARS OF EXPERIMENT, AND HAS GIVEN TO VELVET QUITE A NEW VALUE FOR COSTUMES & GOWNS.

IT WAS FOR THE EXCELLENCE OF THESE VELVETEENS, FOR COSTUME PURPOSES, THAT THE

GRAND PRIX WAS AWARDED

TO J. & J. M. WORRALL LTD., BOTH AT THE FRANCO-BRITISH EXHIBITION IN 1908, AND AT TURIN IN 1911.

GRAND PRIX FRANCO-BRITISH EXHIBITION, 1908.

WORRALL'S FAST-DYED VELVETEENS DYED AND FINISHED BY J.& J.M. WORRALL LTD. MANCHESTER THE PREMIER VELVETEEN DYERS OF THE WORLD.

GRAND PRIX TURIN EXHIBITION, 1911.

The 'PIRLE' Finish.

(Regd.)



Indispensable for the Out-door Girl

"PIRLE" FINISHED MATERIALS do not "spot" or "cockle" with rain. For travelling, golfing, cycling, etc., and for all out-door wear; THE "PIRLE" FINISH is ideal wear.

"We All Sing the Same Song."

"PIRLE" FINISHED CLOTHS IN LATEST SHADES AND COLOURINCS, AND MADE-UP SKIRTS, TO BE OBTAINED FROM LEADING IMPORTERS.

Full particulars from EDWARD RIPLEY & SON, Ltd. (Branch of The Bradford Dyers' Association, Ltd.) Bradford, Eng.

BDA (Copyright)

WASH GOODS

For Your Summer Trade

The hot season will be here soon, when nice, light, dainty fabrics are in strong demand. Our "Durbar," "Rufweve," "Patricia," "La Rose," "Bedford Cord," "Indian Head Suitings," etc., are just the thing. Can be had from all the leading wholesalers.

The Montreal Cottons, Limited

SALES OFFICES:

Toronto MONTREAL Winnipeg

"THE ARISTON"

The most perfect reproduction of Hand-made Goods. Unequalled for "Strength, Beauty, and Value."

LACE CURTAINS AND NETS

Pronounced by experts "The Aristocracy of Window Decoration."

N.B.—Our Mr. A. J. Burrows from Nottingham visits the Canadian retail trade twice a year and a communication from you will ensure a call.

Sole Manufacturers :

T. I. BIRKIN & CO., Broadway, NOTTINGHAM, ENGLAND

Popularity Increasing Immensely

"B.B." TORCHON

Copyright.

REG° B MARK

B B B B B

PATENTED

THIS REGISTERED MARK IS EMBOSSED UPON EVERY CARD

This is Your Protection

An Exact Reproduction of Hand Made Lace

Manufactured solely by Birkin & Co., Nottingham, England

Also Manufacturers of High Class Washing Valenciennes and Exclusive Novelties in Dress Laces, Allover Nets, Etc.

Canadian Agent : A. B. FISHER

400 Empire Building, 64 Wellington Street West, TORONTO

☛ Good Coat Linings are essential if you wish to please your customers

KIRK'S



'PERMANENT' FINISH for ITALIANS.

THIS Finish on Botany Weft Italians is well known to the trade, and has been so successful that it has come to be regarded as a guarantee of the wearing qualities of the Linings, as well as the superior quality of the Finish, and is quite unapproached by any other process. The goods are absolutely permanent to the tailor's iron, lustre and handle are always maintained, and pieces kept in stock improve in appearance. The black is dyed by the latest and most improved method.

PATTERNS showing FINISH can be had on application to

THE BRADFORD DYERS' ASSOCIATION, LTD. 39 Well Street, BRADFORD
128 & 129 Cheapside, LONDON

Showcards or booklets, if desired, may be had by applying through Wholesale Importing Houses.

Your Vacation Money

The young men and women with brains and initiative do not sit down and waste time wondering where their vacation money will come from. They use the means that are at hand to secure it. They take advantage of their spare time by spending it at work that will earn the best possible returns.

Last spring hundreds of energetic young men and women earned the money with which they paid for their summer vacation by looking after our business in their own neighborhood.

The work is fascinating, both because it is congenial and because a few spare hours each week devoted to it will enable you to enjoy that summer vacation later on.

We will appoint you local representative of the two national magazines of Canada—MacLean's Magazine and Farmer's Magazine.

We will pay you liberally for both new subscriptions and renewals. If you will write for particulars to-day, we will show you how to make extra money for your vacation.

The MacLean Publishing Co., Limited
143-149 University Ave. .:. .:. Toronto

"THERE'S NOTHING BETTER THAN

Cravenette

FOR (Regd.)"

You must have "Cravenette" Shower-proofs for wet weather; they are waterproof and hygienic because porous.



WET or FINE RAIN or SHINE

You can wear them for fine weather, because they are smart and fashionable. Dust-proof as well as shower-proof.

REG.D TRADE MARK "Cravenette" PROOFED BY THE Cravenette Co LTD

Always insist on seeing this Stamp as above on the back of every yard, or inside every garment.

TO BE OBTAINED FROM THE PRINCIPAL IMPORTERS.

IN CASE OF ANY DIFFICULTY, PLEASE WRITE TO

The CRAVENETTE CO., Ltd. (Dept. 6) Well St., BRADFORD

Showcards or Booklets if desired may be had by applying through the Wholesale Importing Houses.

KING'S Established 1775

FAMOUS Sold by leading jobbers

SCOTCH Every piece perfect

HOLLANDS

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,

GLASGOW, SCOTLAND

Canadian Representatives:

CAMPBELL SMIBERT & CO.,

Montreal and Toronto

Liddell's GOLD MEDAL Linens

Years of Skill in Linen Making Are Behind Liddell's Linen

Table Cloths and Napkins, Irish hand embroidered Bed Spreads, Shams, Sheets, Pillow Cases, Lunch Cloths, Doylies, Bureau Scarfs, etc.

See the 1913-1914 range.

R. H. COSBIE, LIMITED

IRISH LINEN AGENCY

30 WEST WELLINGTON STREET, TORONTO

KNIT GOODS NEWS

Vivid Shades and Extreme Gauzy Effects

Their introduction in next year's hosiery lines is becoming more pronounced—Style influences in dress lead to a revival of colors in hosiery—The style trend.

THE STAPLE numbers of cotton, lisle and silk hosiery are practically ready for Spring, 1914, placing. Several manufacturers in Chemnitz have forwarded early samples for jobbers' selection. Novelties are to come later although some extreme effects are seen. It is too early to form a confident opinion of the relative selling merit of the different new numbers. Wholesale buyers are now visiting the German mills looking for quantity lots and special prices. Until they return and are ready to complete or go ahead with their buying, any changes or demand in style trend are not foreseen.

Value is the same as in last year's ranges. Early placing on leading numbers of cottons, lisles, combination lisle and silks, plain silks and low price fancies is a matter of quality. The most pronounced change in the showings is the predicted indications of a return to colors. The introduction of vivid shades and extreme gauzy effects is becoming more pronounced. Some manufacturers' agents claim that the samples of last year were a season in advance for this trade in a great many features. Samples this season are more conservative than a year ago because many of the novelties which afterward proved correct were discarded. These are now being demanded. Buyers did not want anything but black, tan and white a year ago. The season was confined to values and quantities on popular-priced numbers and a clean season resulted. Early samples this year are more speculative and early indications point to a general demand in this direction.

The style influences of brighter and more flashing colors in dress with hosiery to match is having an effect. Some of the novelties are constrained by the limits of this market but, by the time the sales season opens, they will be prominent. An opportunity to develop the department and increase sales through the favor for brighter hosiery is evident. Just how far this will advance depends on the trade and the novelty which later samples convey.

Ranges show improvement in assortment. A large number of gauze and ingrain effects, novel designs in combinations, plain, clock and silk embroidered fancies in new patterns and a showing of extreme lace and filet or gauzy styles is assembled. A full range of thread and plaited silks is offered. Samples include ingrains of exceptional qualities in gold and black, navy and black, apple green and black, and wine and black. Similar combinations are seen in mercerised and fine lisles.

Combination or contrasted ankle effects are shown in the same colorings with black. These hose are made in silk or in fine lisles, with spliced heel and toe and wide garter top. The ankle is two-tone design and colors embrace new shades of cherry, cerise, mauve, green, tan, Tuscan, gold, deep purple, grays, white, gold, navy and marine blue. The number of samples in the latter shades is noticeable.

In fancies, lace and filet novelties in the sheerest of designs are favored. Most of these effects are made with knee garter design. All lacey or filet hosiery are in plain colors. Gauze, hand-painted, embroidered and lace effects are worn underneath and some of these novelties are most suitable for high-class trade. In the gauze ingrains, colorings are striking and the texture is metallic both in feel, appearance and design. Combinations in gaiter effect are sampled in several medium priced numbers in all silk or silk and lisle. These are in grey, plain or shot, with black and button embroidered effect on the sides.

There are a number of lace designs and in these the garter is below the knee instead of at the ankle, as in many favored numbers. It is a question how lace hosiery will sell. Considering qualities, designs and prices and the numbers represented, a fair demand should follow for mid-season business. Some of the leading styles show neat inset lace, or self clock. In silks, the designs are especially neat and effective.

The samples feature a wide assortment of silk embroidered hose. These are favored in side clocks, ankle garter designs and cubist effects which are new. There is more contrast of color in the embroidering. The full range of evening shades is included and



COUNTING UP

There's plenty of good game in your vicinity—just waiting to be bagged—so it's up to you to put in a good supply of ammunition and get busy.

Load your guns with **Pen-Angle Sweater Coats**—for men and women—and you'll not only **bag your game quicker**, but when you come to count up at the end of each day you'll find you've had **splendid success.**

Made of soft, fleecy wool—and **Knit** (by the Pen-Angle Process) into lasting shapeliness—these smart Sweater Coats are **bound** to give satisfaction.

Penmans Limited, Paris, Canada

Sweaters **Underwear** **Hosiery**

colorings on black hosiery are quite decided. Some of the more striking of the lighter shades and designs are attractive for evening wear and the Dresden patterns are entirely different.

Value qualities are quoted in ankle and full leg silk in combination silk and lisles. Black, tan and white are taking in these grades. Color is introduced in two tones which will sell, showing the usual shades, white, navy, tan and gold, grey, silver and pearl greens, mauve and purple with black. Eyelet, filet and open mesh patterns are good values in lisles and mercerized lisles. The regular plain qualities are equally good. Usual values are offered in lisles and mercer lisles in plain black, tan or white. Regular lines in balbriggan or cotton with natural wool or balbriggan sole are similar to other season samples.

Although more novelty is seen in next year's ranges, buying will likely continue on quantity numbers. There are good reasons for value selection and choosing the best numbers from respective ranges. The samples on standard numbers are equal in every respect to former offerings. The tendency will be to take advantage of these and of odd lots provided the colors and patterns are right. Some good values in large patterns or fancies, odd shades in tan are likely to be thrown out as there is an absence of striking designs, spots, checks or color combinations in the ranges going out for next season. There are likely to be as many leaders as last year and some clearance lots by wholesale buyers make good buying.

AMERICAN INFLUENCE STRONG.

As the season advances, the results of the American influence is going to be strong. Already, buyers who have placed import half hose are choosing neat effects. Ingrains are taking and in nearly every case the buyer stipulates plain effects. They are getting values and avoiding lace stripes, woven clocks and other fancies. Accordion knit is good. A profitable season on plain silks and lisles or combinations in sheer and gauzy meshes is being anticpated.

The same influence is expected to result on women's hosiery selling. Another season on the best values and styles in the usual leader numbers, associated wth exclusive wholesale ranges, will show few changes. This is the standpoint of the average department and means a season of black silks, mercer and fine lisles and sufficient novelties in black, tan and white to tone up stock for the trade catered to. The idea will be fewer numbers and standard values of representative lines.

Some of the most successful hosiery departments during the past few years have been growing along the lines of fewer numbers and larger turnover because of values. Of course, style and success of regular numbers have helped to make profits and suggest the policy. A larger stock is necessary at times but the investment is perfectly safe. The number of lines required in the average well managed hosiery department does not change materially. Having stock and being able to fill repeats on fewer numbers is considered a much better service by the wholesaler. Results are more satisfactory to both jobber and merchant. With the special prices for placing on the German import range, each buyer can make hosiery departments among the best paying sections in the house. Sales in the hosiery department continue to increase for this reason.



Selected Spring 1914 novelties in hosiery showing filet, garter, ingrain shot, and embroidered designs. These are early novelties in seasonable shades and advance color combinations.



"Beaver Brand"

QUALITY

Knit Goods

BEAVER BRAND





Two of our many numbers for early fall delivery---THE NORFOLK

The accompanying illustrations show a pair of our big sellers for Fall. They are the Norfolk coats for men and women—real live numbers that will give you a whirlwind turnover and pave the way to a satisfactory Knit Goods business. These lines are made of the highest quality Botany yarn, and come in the latest shades. Your order placed now for Fall will be given early attention, ensuring you against late delivery.

R. M. BALLANTYNE, LTD.

Manufacturers of Beaver Brand Knit Goods

STRATFORD, : : : : ONTARIO

TURNBULL'S
MAKERS OF THE FAMOUS "CEETEE" PURE WOOL
UNDERWEAR

Live Merchants

know that honesty is the best policy, and that it pays to give their customers the best goods. That is why they sell

CEETEE
(All Pure Wool)
And Ribbed UNDERWEAR

"CEETEE" Underwear is the finest pure wool underwear made—only the finest Australian Merino wool is used. Each garment is knit to fit the form of the body — all joins carefully knitted (not sewn) together.

We defy you to find a better Underwear the world over.

The C. Turnbull Co. of Galt, Limited

GALT, - - - ONT.

Also manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children. Turnbull's "M" Bands for Infants and Ceetee Shaker-knit Sweater Coats.

733



It's The Dye

that makes or mars a black stocking. Hermsdorf Dye is the fastest and purest black dye for cotton hosiery in the whole world. That's why all the most successful stores—the world over—sell Hermsdorf Dyed Fast Blacks. The dyer's signature stamped on the toe identifies the genuine.

Hermsdorf Brilliants

Reg. U. S. Pat. Off.

Colored Cotton Hosiery finished by the Hermsdizing Process—the greatest hosiery improver since Hermsdorf Fast Black. Hermsdorf Brilliants come in all colors—and all colors are even and free from streaks. Hermsdorf Brilliants unite the quality-look of silk with the wearing-worth of cotton. Ask any importer to show you Hermsdorf Brilliants.

Louis Hermsdorf Dyer

American Bureau, 235 W. 39th Street, New York.

Works: Chemnitz, Saxony

The Underwear That S-E-L-L-S Fast



Pen-Angle Underwear (the kind that's knit into lasting shape) is bound to give your customers perfect satisfaction.

Every garment is so shaped in the special Pen-Angle knitting process that it won't sag, stretch or lose its exquisite shapeliness — and even the wash-tub has no terrors for this perfect Underwear.

Pen-Angle offers the best value you can get for the money. It retains, to the end, all the splendid qualities that made it sell in the first place. That's why Pen-Angle Underwear sells so fast.

Pen-Angle Underwear

PENMANS LIMITED

PARIS - - CANADA

Underwear Hosiery Sweaters

A Few "Monarch-Knit" and for your



Men's 53.

"Monarch-Knit" is the standard for style, quality and workmanship.

The three lines of men's coats here illustrated will be found to be worthy of your attention for Fall and present delivery.

M. 53 is one of our line of full fashioned Shaker coats.

Men's Jersey is also made on the latest model full fashioned machinery.

M. 109. Made in fancy stitch Norfolk style—a winner.



Men's Jersey.



Men's 109.



The

Monarch Knitting Co., Limited

Head Office - - DUNNVILLE, ONT.

Factories at:

DUNNVILLE ST. CATHARINES ST. THOMAS BUFFALO

Sweater Coats For Fall

Summer sorting

Three winners from our women's and children's department.

We are the largest manufacturers of Fancy Knit Goods in the world.



L 100.



K 50.





Vest 10.

The

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Head Office - - DUNNVILLE, ONT.

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JAY UNSHRINKABLE WOOL UNDER-WEAR

THE JAY FINISH. TRADE MARK UNSHRINKABLE

The superiority of JAY Underwear over all other woollen garments, whether made in Canada or the United Kingdom, can be demonstrated by a comparison. JAY Underwear is knitted and fashioned to fit accurately; it is almost seamless and is fully guaranteed against shrinkage. All wearing parts are specially strengthened, and both ladies' and gentlemen's garments possess exclusive patented features which materially add to the comfort of the wearer.

WHOLESALE AGENTS:

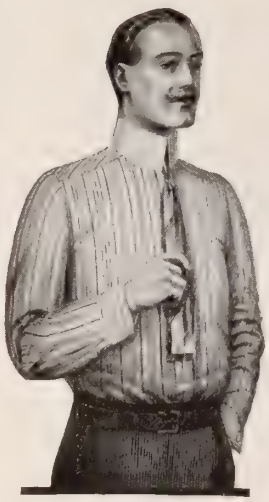
I. & R. MORLEY, - G. BRETTLE & CO.
London, Eng.

Steele's Ad. Servic

LOOK FOR THIS MARK

"THE IDEAL WEAR FOR HOT WEATHER"

JAEGER PURE WOOL



Shirts and Shirt-Waists

Pure wool Taffeta Shirts and Waists at $4.50 each.

Pure Wool Zephyr Shirts and Waists at $3.25 each.

Collars, 50 cents extra.

"Made in our own factory from exclusive designs and with the fit, finish and style demanded by high-class wearers.



Dr. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY, LIMITED.

WHOLESALE WAREHOUSE - 243 BLEURY STREET, MONTREAL

Attention!!!



We take pleasure in stating that our new mill in Brantford is now running in first-class shape, and we are prepared to take all REPEAT ORDERS for Spring Goods—and deliver promptly.

Also—we assure you that all orders for Fall Goods will receive prompt attention. We have no hesitation in guaranteeing deliveries.

Book your order now
for
The Underwear That Will Wear

Our range of Underwear consists of

INFANTS'
CHILDREN'S
LADIES'
BOYS'
MEN'S
TWO-PIECE AND UNION SUITS
Everything from Cotton to Mercerized Silk and Wool

Don't Forget

We are the makers of WATSON'S SPRING NEEDLE UNDERWEAR and the GENUINE KLOSED-KROTCH COMBINATIONS

Trade-Mark Patented Jan. 17th, 1911

The Watson Manufacturing Company, Limited

Brantford .:. Ontario

IMPERIAL BRAND PURE WOOL UNDERWEAR

With our motto "Always the best" and with facilities that allow us to live up to the high standard we have placed for ourselves we have for nearly thirty-five years led the Canadian underwear market in values. Our values represent more than mere quality and price. They embody satisfactory fit and shape — retention as well. Imperial Brand Pure Wool Underwear leads—if you once handle it your ideal will be reached.



We are specialists in Men's Natural Wool, Men's Elastic Knit, Men's High Grade Imperial, Men's Double Thread Balbriggan. Present delivery orders attended to promptly.

Send to your wholesaler for samples of both Wool Underwear for your present and Fall trade, and Balbriggan for Summer selling.

KINGSTON HOSIERY COMPANY
Established 1880
Kingston, Ontario

Sweater Coats of Quality



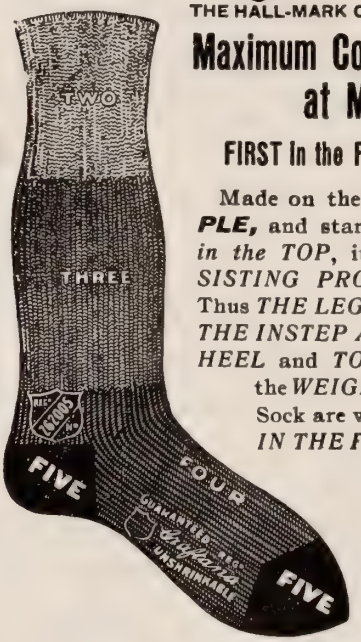
Have you got a good, profit-pulling line of Knit-goods? If not, Dominion Brand Goods can get you the patronage of the better class trade—young people who want style combined with quality.

Our garments are made of only absolutely pure worsted yarns—not a pound of cotton being put into our goods. This, of course, costs us more, but we find that extra quality means extra sales.

Our traveller will be calling on you. Be sure and see this line of "quality" goods.

A. BURRITT & CO.
DOMINION MILLS
MITCHELL ONT.

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends. Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Ladies', Misses' and Children's Underwear

For Fall 1913

Before placing your order for Fall goods kindly await the call of our representative, who will be able to show you many improvements in our well known brands, viz:

Zenith BRAND REGISTERED — Crescent BRAND REGISTERED — Velva BRAND

in Womens', Misses', Children's and Infants' Vests, Drawers and Combinations.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. W., Toronto, Ont.

TRADE MARK REGISTERED TIGER BRAND.

THIS IS TRUE

It is true that a satisfied customer is a repeater and that repeaters build up the best trade. The secret, then, of good trade is to sell only such goods as will give certain satisfaction. The dealer who stocks

TIGER BRAND UNDERWEAR

takes no chances. He can talk with assurance, because he can be sure of this line. He can interest his customer, because there are exceptional merits to point out—and he can sell to him. Then it is up to the goods to bring the customer back to the store again—and this they will do, because every purchaser is delighted with the softness, durability and general excellence of TIGER BRAND UNDERWEAR.

Galt Knitting Co., Limited

GALT, ONTARIO

AGENTS: Ontario—J. E. McClung, Toronto. Quebec—Philip de Gruchy Montreal, Que. Maritime Provinces—Fred S. White, St. John, West—Hanley, McKay, Chisholm Co., Winnipeg.

MAPLE Hosiery — TRADE MARK — LEAF Mitts

MADE BY THE GODERICH KNITTING CO

A Profitable Line to Push

Before placing your fall order for Hosiery and Mitts it will pay you to see the Old Reliable Maple Leaf Brand. The Brand that is made up to a standard, not down to a price. Made from pure yarns and fast colors. Send for samples.

Goderich Knitting Co., Limited

GODERICH, ONTARIO

BENTRO KNIT

THE WEAR IS THERE

One of our new designs in Ladies' Knit Coats for Fall



The above illustrated knit coat is only one of the many "Bentro Knit" coats. It is sure to be a big sales producer during the Fall and Winter 1913-14 business. It is quality through and through with real style.

We make everything in Knit Goods. Send for sampes of our Fall range.

The Williams, Trow Knitting Co.
Limited
STRATFORD, - - ONTARIO

Agents
J. M ROBERTSON & COMPANY
70 Bay St., Toronto.
GEO. A. HARRIS
Hammond Bldg., Winnipeg.

HEALTH BRAND UNDERWEAR

Guarantees
Satisfaction to
SELLER and BUYER

**In Pure Wool,
Wool and Cotton Mixture
and Cotton**

ALL SIZES

For Men, Women and Children

The demand for "H.B.U." will exceed all records, so let us book your orders early.

Greenshield, Limited
Montreal

Textile Soaps

A SPECIALTY

THIRTY-FIVE years' experience in the manufacture of textile soap in England and in Canada.

Send for Samples and Prices

LONDON SOAP CO.
(A. G. Phillips, Prop.)
LONDON, - ONTARIO

INCREASE THE EFFICIENCY
OF YOUR SALES FORCE BY
SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT
BUYERS

Write for Special Clubbing Rates



Alfred Hawley
DYER

When buying Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

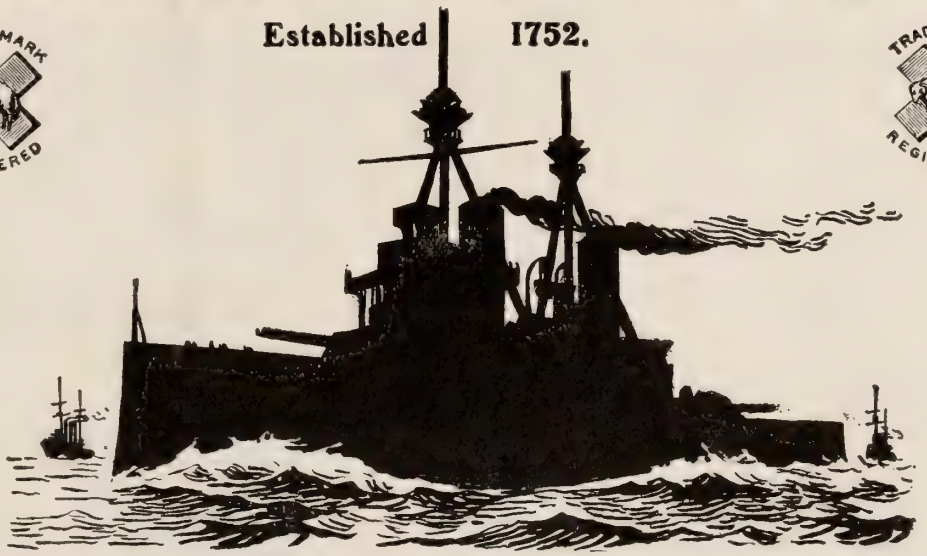
Works - Hinckley, England.

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED



Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, LTD.,

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

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NAME_____

ADDRESS_____

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review or Men's Wear Review, 143 University Ave., Toronto

Editor, Dry Goods Review:—Please tell us where we can buy a wire fixture for show windows. It is used largely in shoe windows and resembles a wire postal rack."

Can some reader give the required information?

* * *

Editor, Dry Goods Review:—"Please tell me where I can procure fancy toy dolls and other Christmas goods; also envelopes, notepaper and general stationery. I should also be glad if you could furnish me with one or two English addresses, either in London or Birmingham."

The following firms supply fancy toys and Christmas goods. Nerlich & Co., 146 Front St. W., Toronto; Tower Manufacturing and Novelty Co., 322 Broadway, New York, N.Y., Bing Bros., 381 Fourth Ave., New York, N.Y., Dominion Toy Manufacturing Co., 544 King St. E., Toronto, R. G. Krueger, 62 W. 21st St., New York, N.Y.

The list below has been supplied by "Bookseller and Stationer."

Notepaper and Envelopes. W. J. Gage & Co., 84 Spadina Ave., Toronto, Warwick Bros. & Rutter, 401 King St. W., Toronto, Copp, Clark Co., Wellington and Portland Sts., Toronto, Brown Bros., 51 Wellington St. W., Toronto, J. Bevan Hay, 42 Adelaide St. W., Toronto, Clark Bros., 48 Charlotte St., Winnipeg, Man., Tower Manufacturing and Novelty Co., 322 Broadway, New York, N.Y., John Dickinson & Co., 216 Lemoine St., Montreal, Que., Wm. Sinclair & Co., 525 St. Paul St., Montreal, Que., Buntin Gillies & Co., Hamilton, Ontario. These firms can put you in touch with London or Birmingham houses if necessary.

* * *

Editor Dry Goods Review:—"We have a new dry goods establishment under construction. We are anxious to get a unique stool, that will not take up too much room. How about the kind that are attached to the counter and turn in on an arm? Perhaps you would be kind enough to drop a card to several manufacturers of store furniture and ask them to send us their catalogues."

We have advised Clatworthy & Son, A. S. Richardson, and Dale & Pearsall, of Toronto and Delfosse & Co., Montreal, to send catalogs. Write Palmenberg & Co., New York, or The Western Fixture Co., Chicago. We advise looking at chairs as well. Chairs are removable and preferred because they can be used in every department. Customers appreciate the attention of the floor walker in providing chairs for them. Some neat designs are shown and several stores use wire chairs.

* * *

Editor Dry Goods Review:—"Kindly advise me where I can sell hen feathers and down."

Toronto Feather & Down Co., and Harvey Quilting Co., Toronto, and The Alaska Bedding Co., Montreal.

* * *

Editor of Dry Goods Review:—"Where can we subscribe to a housefurnishing magazine?"

The Upholsterer, published at 128th St., corner 5th Ave.: The Housefurnishing Review, published at Broadway and Murray St., New York.

* * *

Editor of Dry Goods Review:—"Are 'Queen' coat forms made in other than natural color?"

"Queen" Coat forms are only made in natural and white, as far as we can find out. No doubt the manufacturers would make them in black if required.

* * *

Editor of Dry Goods Review:—"Kindly inform me names of houses manufacturing ladies' ready-to-wears, also children's and boys and infants. Describe if they make the different classes. I find difficulty in locating makers of boys' ready-to-wears. Who are largest manufacturers, as it is important to know if much stock is carried."

We refer you to the advertisements in Dry Goods Review for the names of leading firms who specialize on women's ready-to-wear. Home & Watts, Princess Garment Co., and McRae Mfg. Co., Toronto, have children's wear for all sizes. Sanford Manufacturing Co., Hamilton, and Jackson Manufacturing Co., Clinton, make boy's clothing. We have sent, under separate cover, practical stock list for a town of 12,000 people, which may be of some assistance in buying boys' clothing.

DRESS ACCESSORIES

White Neckwear Prominent for Summer Wear

Bulgarian novelties the feature of the moment—Pleating and ruffling a strong feature—More attention being paid to neckwear as result of fashion of baring the neck.

WITH the advent of the fashion of baring the neck, a fashion which has evidently come to stay for some time, more attention has to be paid to neckpiece that forms the finish of the gown. Never before has it been so easy a matter to buy beautiful and becoming neckwear, for the new collars are more than attractive, for they are individually becoming. Therefore, a very short study of any really well assorted stock should easily result in the selecting of a piece of neckwear that forms a graceful finish to any gown and which adds materially to the wearer's appearance.

Fashion's stamp of approval is particularly set upon numerous flat collar styles, of which the epaulette leads. Some are round in the familiar Dutch form, and some come from the shoulders only, while a few are of the Medici type, but no matter the shape of the collar, they are one and all furnished with large and important jabots.

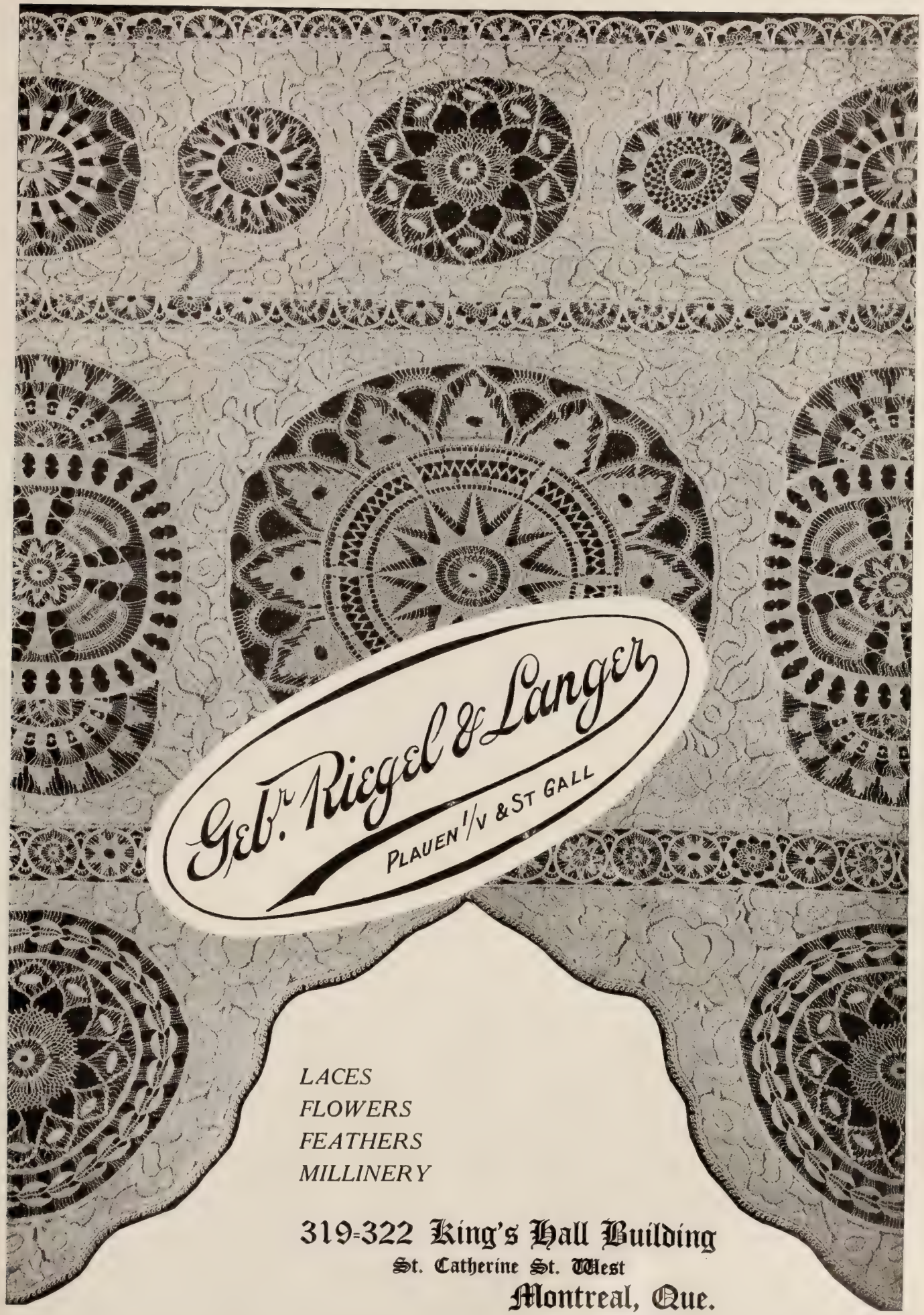
Epaulette and round collars are shown in all materials, but preference is beginning to be given to very sheer fabrics. such as crepe de chine, cotton crepe and crepe voile, and the white collar is becoming the best seller.

Touches of color may be added by the addition of a bow of velvet or silk or one finished with small hand-made flowers. It should be noted that for summer wear more delicate colors on the deep pastel order are better liked than the higher tints.

Bulgarian effects still occupy the centre of the stage at the present moment, and, when just a border of bright patterned silk edges a collar or touches of bright colored embroidery are used, the effect is decidedly pleasing. No stock to-day is complete with-



From left to right: Collar of allover lace with fine net jabot and colored velvet trimming; collar in black silk with fine shadow lace with jabot and brilliants; vestee of white corded silk with Bulgarian silk piping. Shown by A. Bruce Finnie & Co., Montreal.


Gebr. Riegel & Langer
PLAUEN i/V & ST GALL
LACES
FLOWERS
FEATHERS
MILLINERY
319-322 King's Hall Building
St. Catherine St. West
Montreal, Que.



New York neckwear developed in crepe de chine, crepe voile and shadow lace. The centre collar is light weight cotton bengaline, embroidered in Futurist effect.

out a showing of Bulgarian novelties, but careful buying should rule, and the buyers should see to it that, while there is stock enough to make a show, there should be no accumulation permitted. Any feature so pronounced as Bulgarian is liable to drop quickly.

The latest Paris idea is the collar with fichu fronts developed in net and filmy lace. These fichus as seen on the later models outline very effectively the open V shaped fronts.

Pleatings of mull or net or lace are also used in fichu fashion and pleatings are used to edge the sleeves. Another new idea is fancy ruffling made of a lace or embroidery insertion with a double ruffling of narrow lace placed on each side. This ruffling is used around the cuff of the sleeve or down the front of the waist.

Guimpes and chemisettes continue one of the leading features in neckwear, and promise to continue so, as the majority of the Fall dresses are made with the flat collar. Guimpes are sleeveless and have an elastic run in the lower edge. They are variously trimmed in front, as they often form the vest effect

Novelty Import Co

Spring and Summer Hints

Veiling Departments:

With the coming of the *Spring* and *Summer Seasons, Chiffons, Chiffon Veils,* and *Motor Scarfs,* become *prominent factors* in the *Veiling Department.*

While you are still working on *Malines, Veilings, Nettings, etc.,* select your *Chiffon Veils* and *Scarfs* and prepare for the next article in demand while the range is complete.

Our lines of these articles comprise the widest range shown in Canada and are identical in style to those worn in all fashion centres, for Automobiling, Sea Shore wear and cool evening wraps.

We are showing the latest double Veil and new Auto Veils. Also light weight Silk Knitted Shawls, for Summer evening wear.

Lace Departments:

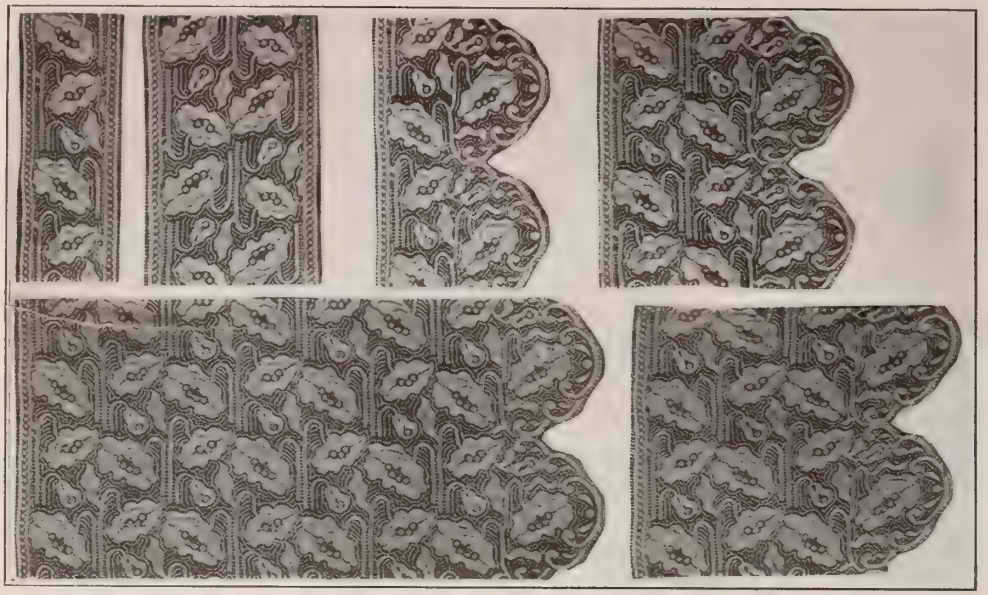
Summer dresses will be ordered soon by fashionable women, and Laces will soon be in demand for the trimming of these light gowns.

In our lines of *Oriental* and *Venise Laces, Edgings, Flouncings,* and *All overs,* you will find the largest assortment of Exclusive designs to satisfy the tastes of your most particular customers.

If you have not already looked through these lines and made your selection from them, do so when our representative next calls on you, and insure yourself of prompt delivery.

We will be pleased to send you a range for your selection, *Express Prepaid,* upon your request.

NOVELTY IMPORT CO.
"The Lace & Veiling House of Canada"
76 BAY ST TORONTO
Vancouver Montreal Winnipeg



Some samples of handsome shadow laces. Shown by Voss & Stuffman.

in front. Some have ruffles and others pleated net frills, and they show both the high neck and the flat collar finish.

The latest Plauen collar has a square back which comes round in front in revers or round collar shape. As a rule, these collars show the use of two or three kinds of lace. Very dainty batiste colors are seen, decorated in Madeira and fine blind work. Batiste voile and marquisette collars embroidered in high colors are also very much en evidence.

Light Laces are Leading

Shadows still in big demand — Orientals growing in favor—Colored embroidered nets extensively shown for fall.

The present feature is that shadow and light laces continue to lead in selling strength. It is perfectly certain that they will last over until the end of Summer and indications point to their being good also for the Fall season. This is the opinion of many buyers in the cutting up and neckwear trades who have backed up their opinion by placing orders for shadows for the coming Fall.

Orientals are gaining favor and buyers are interested in embroidered nets and combination laces, showing craquele and novelty net grounds. Laces of this class are entirely suited to the new tunic effects and the kind of drapery that is good on evening gowns.

What will be the Summer lace is still undecided. There has been some sale of the lighter Venise laces but so far the interest taken in them has not been marked enough to mean any extensive business. Most buyers have considerable faith in Cluny, with filet as the novelty lace. There is also an indication that novelty patterns in Valenciennes are making some headway.

With the many suitings and linens now showing, it would seem as though heavy laces would have to be used for trimming purposes. Fashion, however, says clearly that yokes, vests and pleatings of light laces are sure to be extensively used.

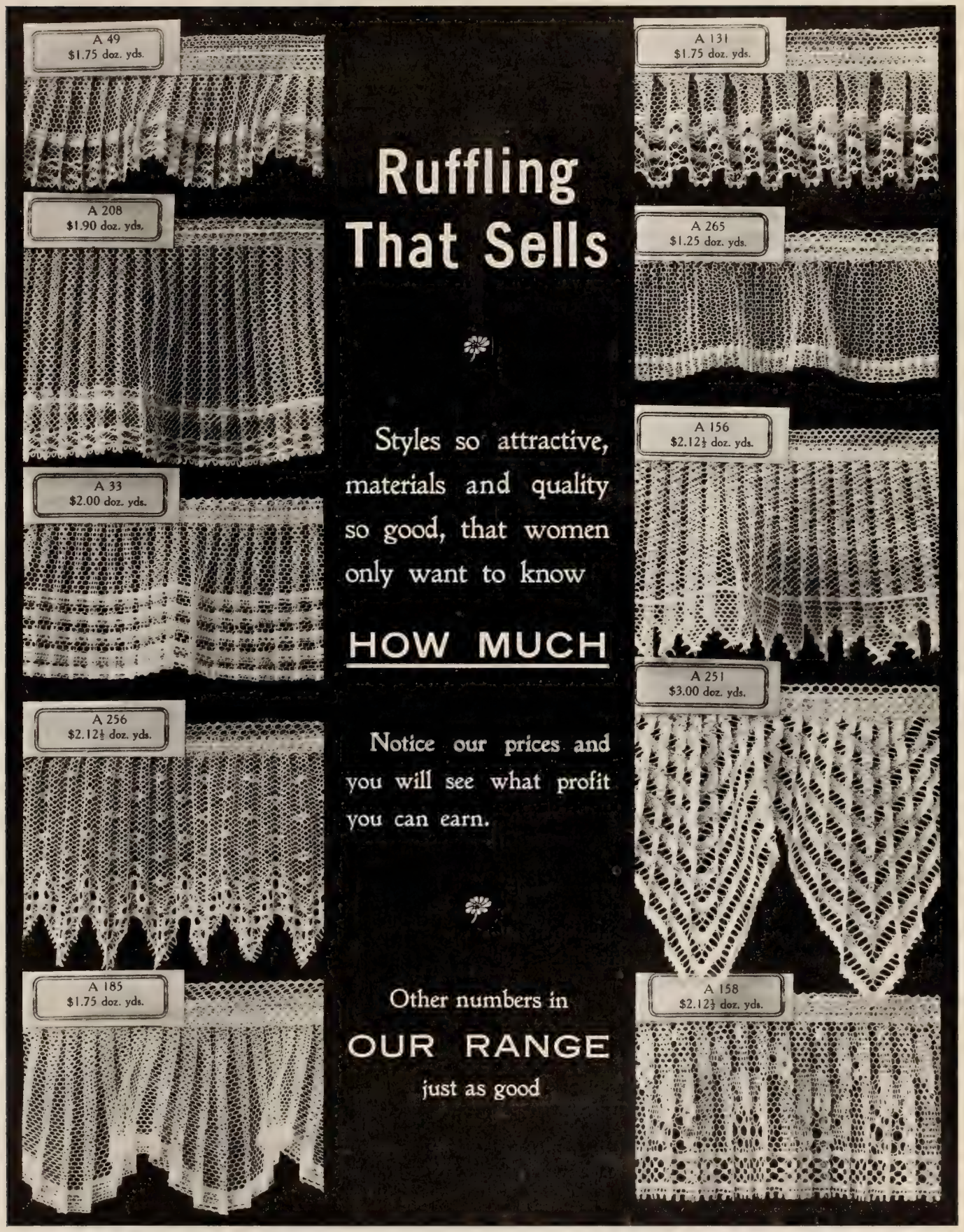
There is some showing of laces and nets embroidered in color and import lines seen so far show these novelties extensively. Those that are best liked come in rich tones that, while bright hued, are very much more harmonious than the fashionable Bulgarian colors. Round chubby roses in vieux rose, vieux blue, with touches of yellow and mossy greens are the colors used in the best liked patterns. Very handsome laces are embroidered in corn colored and old gold floss.

The Ribbon Vogue Continues

Hats are ribbon trimmed — Wide moires used on summer models — The increasing vogue of the sash means an increasing sale for ribbons.

Ribbons have certainly taken a big jump to the front since the first indications of returning vogue in the early days of February. Nearly every Spring hat has been more or less ribbon trimmed. Ribbons combined with lace and flowers form the garniture of the larger Summer models. The Summer demand will run more to wider ribbons though, when Fall comes around and the smaller shapes are again to the fore, the narrow ribbons will again be required to trim them.

The Summer novelty is the revival of moire and this ribbon in rich soft colors will be used extensively



R. D. Fairbairn Co., Limited

107 Simcoe Street, Toronto

President—Rhys D. Fairbairn Vice-Presidents—J. F. Knight, W. C. Cliff

for bows and streamers. This is in keeping with the revival of this silk for dresses, costumes and cloaks. The popular Panama trimmed with wide moire ribbon in one of the bright novelty blues, or in Paddy green will be very much worn. Wide velvet ribbons particularly in vieux blue and vieux rose will form the bows and ties.

Now that Fashion has again taken up ribbons, she is finding fresh uses for them. Therefore, it is not surprising that ribbon girdles and sashes are a feature of the new gowns. The commencement began late last Summer when the black velvet bow and long ends decorated the late season lingerie gown. This year the girdle is added but a colored or fancy ribbon is preferred to black.

The high novelty is the sash that is draped first around the waist and then brought round and tied on the hip. This fashion is extreme and can only be worn by the woman with a very slender perfect figure. There are, however, any number of girdle and sash effects and each day the number is added to.

Veils With Panamas

The drape veil is shown for use with Panama hats now — Frame veil is the novelty for auto wear this summer.

The Spring movement in veils centres on patterns in which neatness of design and delicacy of mesh is the chief feature. With the advent of Summer weather will come a lessening of trade in mesh veilings, but the trade is encouraging the veiling business by showing individual veils to be worn with the panama hat.

Eatons showed a window of panamas recently, the two central figures of which each wore a veil with their Panama hats. With the large hat, the veil was worn draped loosely and hanging free, and partly thrown back from over the face. With the smaller shape, the lace veil draped in a fashion-loose enough to be comfortable but with the ends draped up and then hanging free at the back.

Auto veils for the coming season are made the full width of the chiffon and the striped or taped border is shown as well as the veil with the hemstitched hem all round. A high novelty is frame veil. This veil has a pattern where the face comes while the rest of the veil is plain.

Calgary, Alta.—The Calgary millinery store which was wiped out in the Allan Block fire has been opened in a new location.

Voile and Crepe Embroideries

White embroideries preferred to colored—The demand is for wide flouncings and bands — Chinese and Japanese are gaining ground.

The new voile embroideries have evidently established themselves firmly. Bulgarian effects are freely shown, but do not meet the taste of the Canadian market nearly so well as the all white novelties. All stores are showing flouncings, bands and allover in this style and, while there is a certain sale, white is found to take best. Nevertheless, it is certain that colored embroideries of the same or similar type, though perhaps not quite so elemental, will sell during the coming Fall. This is the impression gained from viewing numerous Fall lines.

Beautiful embroideries with lace introductions or with drawnwork effects in square and coral-like designs, mixed with heavy blind work, represent the popular designs. Heavy Chinese and Japanese patterns are also new and are gaining ground.

The one element in all the demand is the call for softness, sheerness and clinging qualities. Therefore, the manufacturers have to be careful that the grounds they employ conform in this particular. Voile and crepe voile are on the crest of the wave and crepon, organdy and batiste are leading embroidery fabrics.

Each season the embroidery manufacturers cooperate with the cutter up and produce novelties suitable to the wants of the makers of lingerie, dresses and blouses. Novelties in yokes for combinations and slips and also in beadings and narrow embroideries suitable for infants' wear and for fine lingerie are numerous and extra attractive.

Nelson, B.C.—F. S. Hall and Co. are holding a closing-out sale of men's clothing.

* * *

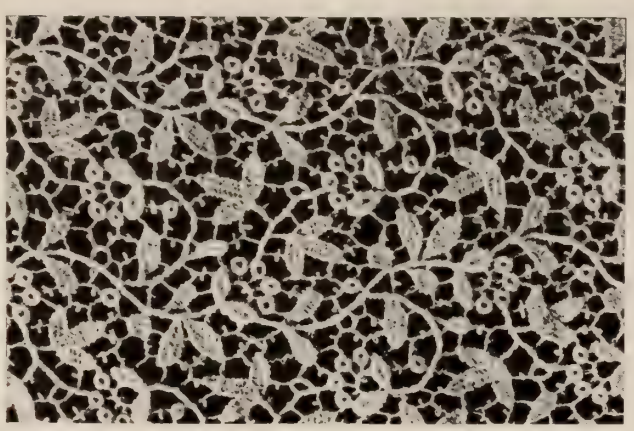
Battleford, Sask.—Begley and McGinnis have moved into their new store, "The Toggery."

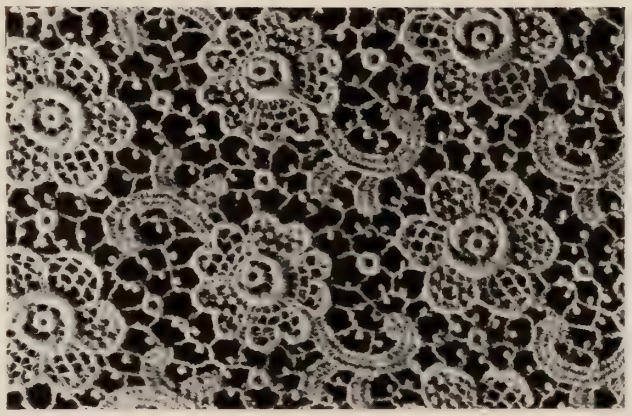
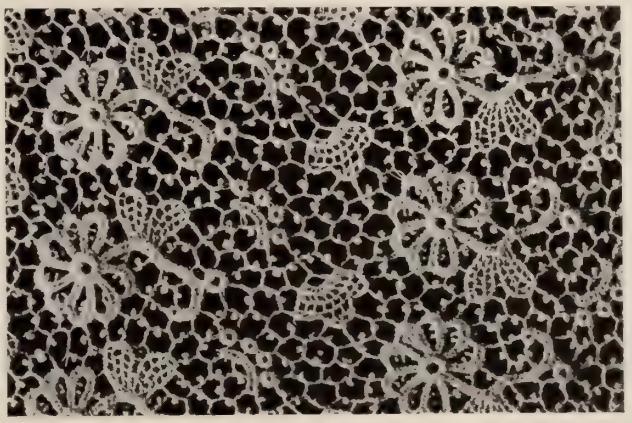
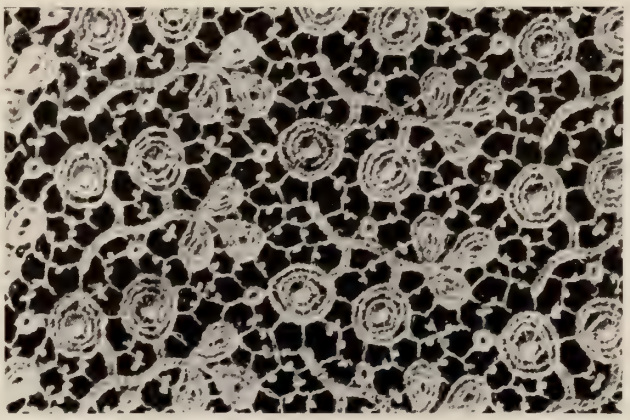
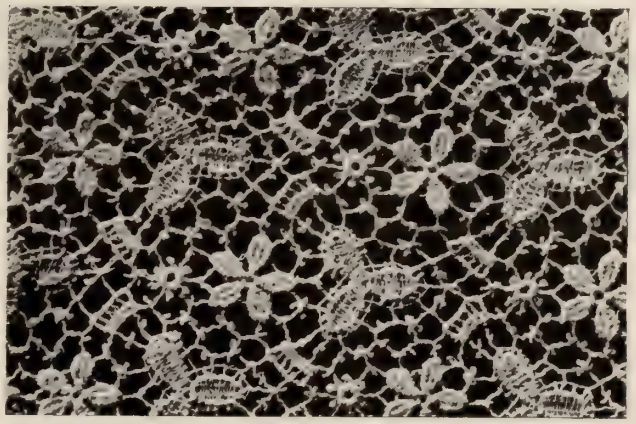
* * *

Niagara-on-the-Lake, Ont.—M. Bingman is selling out his stock of men's furnishings. Ill health compels his retirement.

* * *

Gravenhurst, Ont.—Homer & Co. have changed their firm name to McJannet, Limited. Mr. McJannet has been managing director for Homer & Co. for the past eight years. He is a typical Scotsman —shrewd, energetic and progressive. He hails from Greenock, where he obtained his early grounding in business.



Special Assortment of Venise Allovers

including six pieces of 5 yards each at the special price of 92 1/2c. a yard. The assortment can be had in all white or all ecru, or white and ecru assorted.

CAN BE DELIVERED IMMEDIATELY

Voss & Stuffmann, Limited

The Dress Accessories House

12 St. Helen St. :=: :=: Montreal

VEILINGS, LACES and Colored Velvet Ribbon

We have the most complete Stock in Canada of Veils and Veilings, in Saxe, Navy, Brown, White, Black, Green, etc., also an exceptional range of LACES, in all qualities, Bulgarian Trimmings, Chiffon and Collars.

We also Carry Nets, Chiffons, Malines, etc.

Also HOOKALOOP—The Dress and Blouse Fastener.

The THOMPSON LACE & VEILING Company Limited

59 WELLINGTON ST. WEST., TORONTO. ONT.

UMBRELLAS

WE are offering a special number in a ladies' 23-inch Cotton Taffetta Umbrella with trimmed Directoire handle at

$6.50

per doz.

regular terms

Write for sample dozen.

The Irving Umbrella Co., Limited

79-83 Wellington St. West
TORONTO

PEWNY'S KID GLOVES

FOR

SPRING AND SUMMER

TRADE MARK DÉPOSÉ

$6.50 to $30.00 per doz.

Every pair guaranteed.

ALL Shades—
ALL Lengths

Write at once for the assortments you require.

We are Canadian agents and confidently recommend them.

Greenshields Limited

MONTREAL

CANADA VEILING CO.

SPECIAL

Horse Racing Season Commences in Toronto 24th May



YOU will need a full selection of White, Shadow or Shetland

VEILINGS

and you can get

A TIP—Canveco

on Shadow and every style of the newest plain, val or fancy **LACE** manufactured.

Also **Embroideries, Nets, Dress Accessories and all colors in Chiffons, Malines and Velvet Ribbons**

At Toronto

84-86 WELLINGTON ST. W.

CANADA VEILING CO.

"UP TO THE MINUTE"

SILKS *for* WEAVING, KNITTING & EMBROIDERY

J. MAYGROVE & CO., LTD.

MANUFACTURERS OF

Italian, China and Japan Trams, Organzines and Sewings, Tussahs, Floches, Flosses, Spuns, Twists.

Machine Sewing Silks,
Embroidery Silks Flosses,
and Lace Silks.

MILLS—ABBEY MILLS, ST. ALBANS, ENG.
WAREHOUSES—51-52 ALDERSGATE ST. LONDON, ENG.

ARTIFICIAL SILK *for* WEAVING, KNITTING & EMBROIDERY



AGENTS WANTED EVERYWHERE

Let your trade know that they can leave their orders with you for

Accordion Plaitings
Hemstitching
Plaited Skirts
Covered Buttons

and you will fill a long felt want. Merchants everywhere are catering to this trade with very little investment and make a good profit. Why not you?

Send for our display card to-day and see how soon you will get results.

Ask for prices and special discounts.

TORONTO DRESS PLAITING CO.
600 Yonge Street, Toronto, Ont.

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

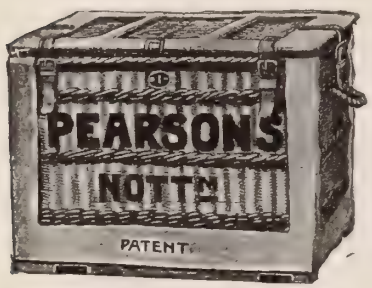
It pays you to sell these brands

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchants
181-183 McGill Street, MONTREAL
James Stanbury & Co., Toronto

PEARSONS' BASKET FACTORY, NOTTINGHAM ENG.

92 Years Experience



PATENTED HARD-WEAR PROTECTORS.

THOUSANDS IN USE IN ALL COUNTRIES

WATER PROOF INDESTRUCTIBLE

BEST VALUE OBTAINABLE

ILLUSTRATED CATALOGUE FREE

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John, N.B.	Quebec, Que.
Halifax, N.S.	Vancouver, B.C.	Toronto, Ont.
London, Ont.	Hamilton, Ont.	Winnipeg, Man.

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

A Message From
"The Ribbon Specialists"

Fashion decrees an extensive use of the Sash

Already there is a marked demand for wide Ribbons for sashes, and as the season advances this demand will increase.

Are you prepared?

We have secured a large stock of Sash Ribbons and can supply your needs at short notice. The wanted lines are:—

WIDE BLACK SATINS, widths 100 and 120
WIDE BLACK TAFFETAS, widths 100 and 120
WIDE SATINS—White, Ivory, Pink and Sky, widths 80 and 100
BLACK VELVETS (Satin Back) widths 30, 40, 45 and 48

The illustration shown here gives an idea of the way ribbons are being used in Paris. This was shown in the March issue of "FEMINA" the well-known Parisian fashion paper.



Our **MAIL ORDER DEPARTMENT** will fill your orders the same day they are received. Write at once and secure a good assortment. We absolutely **guarantee** satisfaction **to you.**

Walter H. Barry & Company

280 St. James Street - - - MONTREAL

MILLINERY DEPARTMENT

Drooping Models Popular for Summer Wear

Panamas come in many new shapes—Milan, Leghorn and crin the Summer straws—Some of the distinctive styles shown.

PREVIOUS predictions that the summer hat would be larger were well founded and the extremely small hats of the early season are giving way to models more in keeping with comfort for summer wear because they afford more shelter to the face. Also let it be whispered because a shady model in the bright days of summer casts a shadow that softens the features and makes the hat more becoming.

There is a droop to the brim of the summer hat and many shapes are decidedly mushroom. Others are pokes on the Empire order, and there are many soft caplines of crin. For dressy wear crin is much favored.

Models showing the brim of straw and the crown of crepe are immensely fashionable. The use of crepe for veiling purposes is also assured. Though colors are decidedly toned down for summer wear, the most unusual color combinations are noted. These are difficult to describe as the harmony produced is due to the blending of the proper color tones. Thus in an up-town store a natural Leghorn shape has the brim veiled with fine white crepe chiffon. Placed full at the centre is a large pinkish yellow rose and, and partly encircling the brim are clusters of deep orange and yellow wheat.

Many of the lingerie hats have crowns of Leghorn with wide drooping brims of lace or crepe and some are faced with a delicate flesh tint (which tones up the complexion wonderfully.)

Many of the Leghorns are veiled with black Chantilly and a bright note of color is added by a bright knot of Beauty roses. A large four-cornered drooping brimmed hat of Leghorn had the crown of black Chantilly lace with rich red velvet roses appliqued on the top of the brim and veiled with folds of the same lace. This hat had long streamers of black velvet ribbon that tied under the chin.

Any number of styles are shown veiled with flowered crepe or chiffon and the color scheme of the pattern repeated in the clusters of variegated flowers that adorn the crown or edge the brim.

Simpler tailored models are trimmed with faille or moire ribbon either draping the crown or arranged in wide loops or aeroplane bows or wing-like effects at the side.

Very dressy models come in the shape of dainty poke bonnets of white lace and delicate colored crepes and trimmed with delicate vari-colored flower sprays and mignonette.

A new feature which points the way for Fall is the coming of semi-sailor models with ratine brocade in white and novelty colors. These hats are plainly covered and are bound with braid to match and trimmed with large bows of moire or faille ribbon.

The panama is the popular hat and both panamas and peanuts are to bulk largely for summer selling. The hoods have been blocked into a variety of smart shapes both large and medium. Another new idea is to trim panamas with flowers and ribbons. Moire ribbons will be in immense vogue.



Drooping medium sized shape of Milan straw trimmed with pale pink and yellow roses and vieux blue velvet ribbon.



The service that has built our business will build yours too—

With the millinery business everything is service, for a tremendous amount of trade must be handled in a short season. This fact is well known to the merchant who has a millinery department, and it is this knowledge that is responsible for our phenomenal success. Our one big object is to give our patrons unparalleled service at all times—service in new goods when they are new, service in keeping them constantly in touch with the latest developments, service in prompt, careful fulfilment of orders. McCall styles are always dependable. McCall values have no room for dissatisfaction.

Watch for our representatives. Branches all over the Dominion is part of the McCall service.

The D. McCall Company, Ltd.

TORONTO

Winnipeg Ottawa Montreal Quebec Vancouver

A Flower Season Assured

The popular Panama and the cheaper peanuts will be flower trimmed—Both large flowers and small flowers are used—Fruit is the latest novelty.

At last once more we are in the midst of a real flower season and the old dressy combination flowers, ribbons, and lace are again in the lime-light. Flowers again are it, and even the most severe tailored hat has its tight little bunch of flowers or its more ambitious stickup. While the tiny vari-colored flowers are employed in abundance, many large flowers are worn. Roses, particularly in beauty tones, are good. Large daisies are another good selling flower and are used in trimming bands or singly. Question marks, floral aigrettes and stickups are extensively used and wheat bluettes and small roses form a popular combination.

Many summer models have thick ruches of Malines or lace decorated with single or set bunches of flowers at regular spaced intervals.

Clusters of small apples made of silk in vivid Martine shades have been good all season and there has been a disposition lately to add to these novelties such fruits as goose-berries, currants and raspberries either in sprays or clusters. Beside the natural shades these berries come in metallic effects in rose, mauve or golden yellow.

Many hats are trimmed with nondescript flowers made of bright colored tightly shirred silk.

Plumage for High-Class Trade

Paradise comes dyed in rich dark colors—Parisian modistes featuring goura and values are advancing rapidly—Feather novelties in brilliantly tinted natural plumage new —Many fancies in ostrich.

Price seems to be no bar to the lavish use of plumage. This applies particularly to paradise. Paradise comes now not only in the rich natural yellows, but the high novelties are dyed in the rich yet soft tones that are now finding favor with the better class trade. Lovely paradise mounts are dyed in such tones as negrohead, vanilla, Russian green and mud shades. These plumes are used to brim straws of the same color, and the whole is lighted up by a jeweled ornament or a ruche of bright colored ribbon. The fashion of using high mounts continues, but sweeps of paradise used as Mercury wings or arranged so that one swirls on each side of the crown are new. Fence effects and wreaths of dyed paradise are also new.

Goura is becoming extremely popular and prices are correspondingly high. Goura is seen on many of the new Paris models and is one of the most favored feather effects in the gay city itself. Milliners who have goura in stock bought at early season's prices should realize handsomely. Goura wreaths, sweeps and fence effects, both natural and bleached, are used on hats of fine Milan straw in the dark tones enumerated above.

Crosse, heron and osprey aigrettes are favored by those who can afford to pay the price.

All classes of stick up effects, but more particularly the Mephisto quill, are particularly good, not only in paradise, osprey, goura, blondine and ostrich, but also in hackle, and coque, and in pasted quills and motifs made of brilliantly tinted natural plumage.

Paris pays no attention to Audibon societies, and is using all kinds of natural feathers in the most brilliant tints, and this is a tendency that points the way for winter styles.

Dark rich shades of straws form the background for these brilliant feathers, and another feature that should be carefully noted is the appearance of hats all of one color. There is no mixing of black and white. The late models are all white or all black. For Fall the place of straw will be taken by satin, plush and velvet. Soft crowns of satin will be favored and the new satins for millinery will have the softness and exquisite draping qualities now prominent in dress lines.

Brandon, Man.—After a meeting of nearly four hours here this afternoon, the city council ratified the agreement with Gordon McKay Co., of Toronto, to establish their Western wholesale agency, and a by-law was passed authorizing the grant of $23,000 to a local holding company who will lease a $120,000 building to the company for twenty years.

* * *

London, Ont.—J. H. Chapman and Co. are planning to enlarge their premises by consolidating three stores into one. They have been occupying two stores and have now acquired a third. A large modern front will be put in with one large entrance in centre.

Remember the dates. The second annual convention of the C.W.T.A. is to be held on Monday, Tuesday and Wednesday, Aug. 11 *to* 13, 1913.

* * *

Lethbridge, Alta.—The Alberta Trading Co. have opened their new store, marking the inauguration with a big opening sale.



Write for "The Gage"—Spring and Summer issue, just published; containing illustrations of Gage Millinery, Dress and Tailored, popular priced Hats, Gage Untrimmed Shapes, Frames, Gage Sailors.

Sent Free to Dealers on Request

GAGE BROTHERS & CO.

CHICAGO

Producers of Correct Millinery

This TRADE MARK



Guarantees Highest Quality

REGD. TRADE MARK

You can buy your Nets direct from the oldest Net Manufacturers in the World

JOHN HEATHCOAT & CO.

13 Ironmonger Lane ∴ LONDON, ENGLAND

Factories at Tiverton, Exeter and Cullompton

Patentees of the first Lace and Net Machine in 1808

SILK { Illusions, Toscas — Veilings, Dewdrop Nets

SILK { Brussels Nets, Dress Nets — Tucked Nets, Alencon Nets

Also Fine Cotton Nets

Makers of the Famous Heathcoat Waterproof Maline.

STOCK CARRIED BY **A. B. FISHER, 64 Wellington St. West, Toronto**

SOLE CANADIAN REPRESENTATIVE

THE "STAR" MAKE

STUART SONS & CO.

Old Change London, England

Manufacturers of English Wool Velour, Felts, Etc., Etc.

LATEST FASHIONS IN

LADIES', GIRLS' AND CHILDREN'S HATS, MILLINERY MODELS, FEATHERS, FLOWERS, EVENING ORNAMENTS, RIBBONS AND ALL MILLINERY ARTICLES.

INSPECTION INVITED FACTORIES—LONDON, DUNSTABLE, LUTON

The Review is now giving a service with its two issues each month that is impossible with a monthly paper. You will always find the news first in **"The Review."** The paper that does things.

The Greatest Business Convention in History Beckons You To Baltimore

Every man who uses publicity in any form—every man with advertising or merchandising problems to solve—should be in Baltimore from the 8th to the 13th of June. The occasion is the ninth

Annual Convention of the



Associated Advertising Clubs

of America. Ten thousand delegates and guests are expected to be present. They will come from all parts of the United States and Canada, and even from abroad. The general sessions, held in the Fifth Regiment Armory, will be addressed by the most progressive and successful American advertising and business men. Departmental and other special meetings will discuss in open forum the problems of various branches of the great business of advertising and selling merchandise of every description.

At this convention you will have an opportunity to hear of the great progress which is being made in efficiency in advertising—how advertising is being made more productive and profitable. You will hear from the lips of the leaders in the movement just what has been done and is to be done to check and punish those who are guilty of fraudulent or misleading advertising. The great educational movement, inaugurated by the Association and now being carried out by scores of clubs, will also be fully described by those in charge of the work. Lay sermons by prominent advertising men will be delivered from the pulpits of Baltimore on Sunday, June 8th.

Don't fail to visit this great convention—send your advertising or sales manager if you cannot come personally. All will be welcome, whether members of advertising clubs or not. All will have an opportunity to hear the addresses and participate in the spendid program of evening entertainments which Baltimore has provided.

Write now to the address below for the full program, hotel accommodations, etc.

Associated Advertising Clubs of America

CONVENTION BUREAU

1 NORTH CALVERT STREET -:- -:- **BALTIMORE, MD.**

ART OF DISPLAY

Wash Goods Openings—Are They Advisable?

A suggestion that wash goods should be featured in the display campaign—Some advantages of the idea — Proceedure which would work out to best advantage.

ABOUT May 1, a display campaign is commenced, which ends with Victoria Day. The length of this year's merchandising time and the advance through the earlier season suggests that a double program is feasible. The development of wash fabrics, both in piece goods and ready-to-wear, during the last few seasons, makes an opportunity. This is sufficient to denote a change in the procedure of business. This importance demands an opening at mid-season in conjunction with the second millinery showing.

Although the season is practically divided by the trend of demand, merchants are recognizing the idea of prolonging the selling season, as long as possible into mid-summer. This is getting more decided as the seasonable fabrics and ready-made garments for Summer wear are featured and given a departmental standing. There is a mid-summer style influence and important sections are affected by it. These do not always get a proper share in the preliminary openings because the weather is not seasonable. A second or mid-season opening overcomes this condition.

Many department heads expect that their lines should be represented at all seasons of the year by item or at least editorial reference in the advertising. Sometimes an unseasonable window is asked for. The time has arrived, when the showings in the departments, which are strictly summery goods require all the energies of their respective sales and the publicity sections. The showings of millinery, ready-to-wear, fancy wash goods and mid-summer accessories, to match, verandah and cottage furniture are now nearly as large as those departments which are to be confined to the earlier months of the year.

The arguments in favor of mid-season openings are numerous. Those departments, which contain novelty and leader lines, belonging to the earlier season, are reduced to normal by the 24th of May. This is particularly so this year with almost two months of continuous merchandising. The waste of counter and advertising space and the slow response to many of the items carried just to keep some line before the public is not good business. Mid-season sales can be planned so as to include odd lots in stock, advance Fall goods and the offerings of the wholesale stock-taking. The latter is likely to be all there is room for at the time as a matter of policy.

While some of the wash goods may not appear as new as when first received, the advantage of a second opening is to review these and later lines before customers. Some of these cloths do not sell much before May, except by introduction or in the cheaper lines. Another benefit of the plan is to show the latest style tendencies or tone of the stock by creating a demand for better wash goods carried. These are now so varied as to compete with the silks and dress goods departments and in some instances sell better in these sections than elsewhere. One of the main objects gained by a mid-season opening is to remove the disparity between wash goods and silks which exists in some customers' minds. The idea is to bring the fancy wash goods departments and kindred lines in the ready-to-wear and accessories into direct competition with dress fabrics and silk sections. This comes at a season of the year, when the latter can stand some incentive.

Another benefit is to divert attention to better lines in wash goods as a section and include other high-class fabrics from the dress goods in view of

Window trimming, cardwriting and advertising contests close on August 1. All prizes awarded in the competition will be announced and presented at the convention.

The Association membership and attendance at the convention should reach 200. It can be done. All members are asked to co-operate to make the second annual convention a grand success.

Trim (E)—Designed for the Taylor Mfg. Co.

The adaptability to any sort of shirt display work is plainly shown by this illustration. Here you see the kite-shaped shirt stands, also the diamond-shaped shirt stand in the centre. The kite-shaped stands are used tilting, while the diamond is used vertical. This will suggest other trims equally as effective from the selling point of view, and you must admit that this trim is certainly very pleasing to the eye.

Change Your Windows As Often As You Can.



Descriptions and Prices of Fixtures Used in Trim (E)

UNIT No. 50.

1 18-in. Rigid Tilting Shirt Stand	$1.25
2 Cane Holders, 50c each	1.00
1 Rectangular Slab, 12x22	1.25
1 No. 300 Pedestal, 12 in. high	1.50
1 Adjustable Tilting Kite-shaped Shirt Stand	1.75
Total	$6.75

UNIT No. 51.

1 Adjustable Tilting Shirt Stand	$1.75
1 Oval Slab	1.50
1 No. 300 Pedestal, 24-in. high	2.25
1 Rigid Tilting Shirt Stand	1.25
Total	$6.75

COMPLETE SET, $21.00.

UNIT No. 52.

1 Adjustable Tilting Kite-shaped Shirt Stand	$1.75
1 Rectangular Slab, 12x22	1.25
1 No. 300 Pedestal, 18 in. high	1.75
2 24-in. Collar Stands, 85c each	1.70
1 18-in. Rigid Tilting Shirt Stand	1.25
Total	$7.70

We carry made up in stock the Brown Fumed Oak Finish, and mail orders will be shipped promptly.

If you do not have one of our catalogues we would be pleased to mail you one on request, showing a number of trims—equally as good as the one above. Don't forget that your window space is the most valuable in your store.

The Taylor Manufacturing Co.

82 QUEEN STREET NORTH **HAMILTON, CANADA**



The June bride full figure drape for wedding gown suggestion is seasonable. This figure was posed in the windows and on interior ledges. It proved a sales attraction because of the clever designing and the interest in June weddings. Courtesy W. E. Maxwell, St. Thomas, by F. J. Thompson.

the usual change of buying trend at this season of the year. Such merchandising is simply placing these stocks, where the most customers will see them. An opening or specially featured display makes sure that people appreciate the advance.

Although the possible sales do not suggest following the dictates of style in wash goods, as closely as stock showings, results of the opening are likely to be satisfactory. The expectation of a record white season does not preclude the necessity of heavy or dainty colored and bordered lines which are always worn or suitable for occasion. There is plenty of time to give just the correct interpretation to both. Cleverly arranged windows can comprise the entire range of Summer necessities and good style. If possible, an all colored front followed by all white displays in which wash goods and ready-to-wear are contrasted are sure to be effective. They should be in April or early enough in May to allow for holiday selling and special value windows before that event. If this plan is to be improved any, some merchants may prefer to devote the earlier two weeks to piece goods and make washable garment showings as a contrast. This takes advantage of quick holiday sales of ready-to-wear.

Display managers have several options and with a long merchandising season have occasion to group some unusually smart showings or attractive leaders. If white is to be featured, windows of the prominent colors—blue, tan or other seasonable shades—come first so as to bring white nearer the Summer demand. Whether this is done by showing cloths in one color or colors in one fabric makes no difference as long as the usual good taste is observed in the latter. For instance, colored and bordered ginghams, voiles, and muslins, or plain linens, crepes or reps with colored parasols, gloves, fancy collars, and buttons, can be carried out in a series to embrace the whole range.

White wash fabrics to be shown in every wantable material suggest just as many window groupings, as colored lines. Corduroys, bedfords, crepes and voiles are novel but the careful trimmer is more concerned in showing the use or suitability of the fabrics and the completeness of the groupings. These include novelties in white hosiery, shoes, lingerie hats, handbags, gloves and a variety of selection which is intended to perfect "The White Toilette."

There are two other windows, which can be designed at this time. The midsummer openings do not require an elaborate setting, but just sufficient to



No. 682—Fine French Wax Head, mounted on new bust, with adjustable legs.

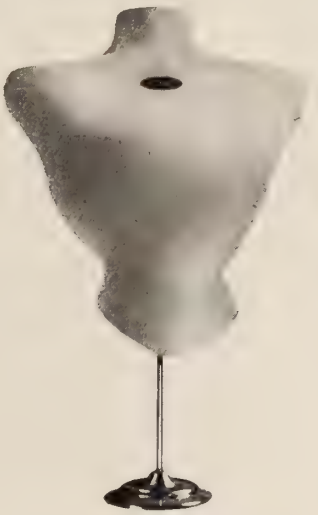
We Challenge Comparison with any other Wax Figures.

We are prepared to prove to you that we have the finest collection of Wax Figures ever shown to the Canadian merchant.

They are the designs of eminent French artists, and are absolutely true to life in every particular. Note the life-like expressions, the natural appearance of the eyes and eye-lashes, the arrangement of the hair, and the delicate color-blending of the wax.

Examine the wax heads shown by others with the same care and you will then agree with us that we cannot make our claims of superiority too strong.

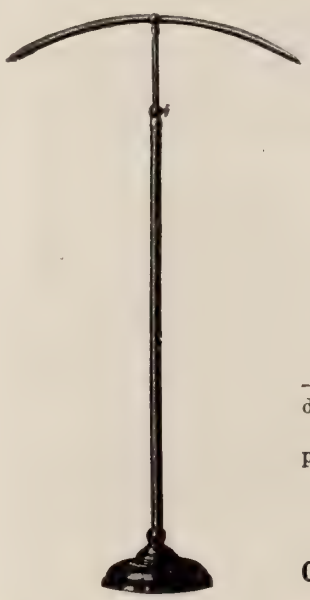
You owe it to yourself and the attractive appearance of your showrooms and show windows to investigate thoroughly.



No. 656—Shirt-waist Shell, papier mache finish, nickel stand, 6-inch base. Price $15.00 per dozen.



No. 710—Extra fine French Wax Heads on shirt waist form.



No. 99—New stand for displaying ladies' gowns.

263. Fine wax head, mounted on a 1913 model bust, small hips, jointed arms and wax hands, extension foot and skirt, **$22.50.**

254. Fine French wax head, mounted on a 1913 model, small hips, jointed arms, indestructible hands, extension foot and skirt, **$27.00.**

Extra Fine French head, large wax bust with half arms, new 1913 model, extension foot and skirt, **$35.00 and $45.00.**

1010. Fine full bust wax figure, wax arms and hands, **$45.00.**

261. Extra fine quality French wax full bust figure, wax arms and hands, very fine head, with new Bust, wooden, adjustable legs, and shoes, **$85.00.**

712. Fine head, mounted on shirt waist bust, on nickel or oxidized base, **$15.00 to $19.00.**

We can supply your every need in store equipment —wax figures and forms for all purposes, showcases, display racks, etc., of every description.

Our big new catalogue tells the whole story. A post card will bring it to you.

Delfosse & Co.

Offices and Sample Room: 247-249 Craig St. West

Factory: 1-3-5-7 Hermine Street

MONTREAL



Simple but effective window of rugs and draperies to match showing the selling merit of quick arrangement. Colorings featured are blue, tan and green with hangings in harmonizing tones. Note the grouping of table lamp and chair. This display was put in, inside of an hour's time.

denote the new and later styles in millinery and to prolong the season. Cream dress fabrics, suits, suitable silks and fabrics for trimming, finished with fancy buttons and effective parasols to match, bring results at this time of the year.

In the ready-to-wear section, dresses are the feature but the plan of arrangement is very similar to wash goods showings. Models of wash dresses, silks, lace and fabric lines, separate wash skirts, blouses in tailored and some lingerie styles, cream serge garments and the range of percales, crepes, corduroys, and Bedfords is varied enough to make displays easy. These can feature price, style and materials just as is done in piece goods. Sometimes the same materials are shown made and in the piece with good effect.

Throughout the whole plan for special days a series of leaders would keep up the interest. These include values for the annual ribbon and staple sales. The latter takes advantage of the last minute replen-

Continued on page 88.



Special display of new Spring fabrics. Framework is purple with a garland of roses and cupid's in wallpaper; with hand painted scene in centre. Curtain and floor of white felt. Handsome electric fixtures are used to advantage. Embroidered charmeusse and velvets with specially imported silks are shown. This display looked particularly good because of the color combinations. Courtesy Ogilvie-Lochead & Co., Brantford, by W. C. Greenhill.

Anybody can get business but it takes a good person to keep it.

THE ONE SURE WAY TO GET AND KEEP TRADE IS TO NEVER ALLOW PEOPLE'S INTEREST TO LAG.

Keep the public's attention riveted on your displays, draw them in by the attractiveness of well displayed goods, then hold their attention and induce sales by having your ready-to-wear department inviting and full of interest. "Goods well displayed are half sold" is a very wise slogan.

Ready-To-Wear Fixtures

ECONOMY REVOLVING RACK

Is neatly and carefully constructed, entirely made of metal, has free running castors, making the Rack easy to move about empty or loaded . The flat-head feature means much in permitting unobstructed view and light about the department. 66 in. high, head 30 in. diameter, runs on steel head. Oxidized copper finish. **$10.50**



The Economy Circular Rack

No. 1387X, Oxidized Copper $10.50.

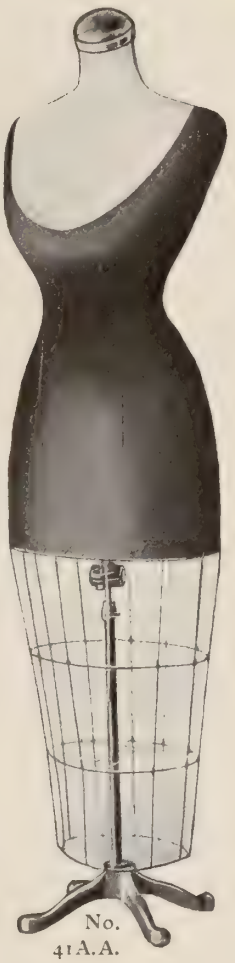
Black Enamel, $9.00

(Both prices include Card Holder)

Display Forms

Canada is making goods. They are correct in line, will pay for themselves many times over in a comparatively short time. They are money fetchers in every sense of the phrase. Get these.

No. 41AA, as cut $7.50
Same as No. 41AA, without flesh colored bust 6.75
Same as No. 41AA, without tilting device. 5.75
Sizes 32 to 40 in.



No. 41A.A.

Wax Figures

Write for new special lines in Children's Forms with feet, Ladies' Forms with wax heads and adjustable wooden feet. Pannier draping forms, new round shouldered Men's Coat Forms, Ladies' Dress Display Stands, etc.

A. S. RICHARDSON & CO.

Oldest and Best Manufacturers of Wax Figures and Display Forms in Canada

Showroom ..... 99 Ontario Street
Factory ..... 101 Ontario Street
TORONTO

Second Annual C. W. T. A. Convention

Dates selected are August 11, 12 and 13—Lectures and demonstrations to be given by prominent men in all lines—Membership of 200 is anticipated this year.

THE SECOND annual convention of Canadian Window Trimmers is to be held on Monday, Tuesday and Wednesday, August 11, 12 and 13. This is one week later than the National convention in Chicago, which is always held on the first Monday in August and following days. Last convention, several display managers suggested that the Canadian Association hold their meetings earlier so as to give more time to use the suggestions in preparing for Fall openings. Another advantage is the co-operation in repeating as far as possible and at the earliest moment, the leading features of the program of the N. A. W. T. of America.

This year the C.W.T.A. contest is arousing considerable interest. The class of work and the standing of men competing is superior to last year. Several card-writers and advertisers have submitted their work in the contest. All the classes will be closely competed. Almost a hundred photographs have already been received and many trimmers intend to display examples of their work at the convention.

The executive committee are arranging for a suitable hall and sending plans and prospectus to the different manufacturers of window equipment. It is hoped to interest many of the leading firms. The executive plan to keep the displays and meetings separate so as to avoid confusion and get best results from both. They intend building neat booths and backgrounds or window settings. Displays will include every facility for window decoration represented or made by fixture houses, floral decorations, background settings and display equipment or publicity of all branches. The committee are designing or buying suitable backgrounds and these are going to be made in window size so that they will be available to any decorator, who wishes them for his Fall Openings.

It is also proposed to allot these window spaces and settings to specialty houses to make modern displays of their lines. The instruction in proper display or advertising supplemented by the manufacturer, which these suggestive trims embody, will convey more to visiting trimmers than weeks of experiment. Program and displays, hope to solve the problem of Fall windows for both large and small trimmers.

The scheme will be to forestall style trend and possible mercantile conditions through co-operation with the best men in the craft. Association with these men makes this information practical and doubly interesting. They will arrange all lines of merchandise or improved equipment so as to portray displays which are ideal. Examples of modern drapes, window advertising or facility will be demonstrated individually to visiting trimmers, who care to be instructed or wish for closer details. Each branch of this work will be in charge of experts in their line.

It is intended to crowd as much into three days as possible. The convention is to be practically three days of condensed instruction. All that can be handled intelligently and well will be attempted. Each subject is to be given lots of time in keeping with the importance of the department and its relation to other parts of the convention. The meetings will be ably conducted.

It is purposed to co-operate and repeat the interesting and educational features of the N.A.W.T. of a convention and to add several factors entirely Canadian in character. The scope of the program depends on the demand of the members and the subjects they are most interested in. Now is the time to send suggestions: Members have their own ideas of the leading men in their respective fields and these are the men the committees are anxious to negotiate with so as to give the most comprehensive program.

Trimmers should send in word to the committees which branch of the convention will interest them most. Every trimmer could suggest his own program to the respective committees in charge.

All branches of the store publicity will be dealt with—modern advertising methods, system, card-writing, merchandise and selling, improved lighting, store construction and equipment. The members of the association may like to hear special men of reputation on these different subjects. If names or suggestion for the program are sent in now efforts will be made to secure those men whose message the members are anxious to hear.

So far, negotiations are progressing favorably, and the different lectures will be ably handled. Jerome A. Koerber, of Strawbridge & Clothier, Philadelphia, is going to demonstrate men's wear display. He also writes that he is preparing new drapes of special import to the C.W.T.A. It is hoped to have these shown at both conventions.

Members can secure special rates on the railways or steamship lines. There is no better way to spend part of the summer vacation. The Reception Committee are making plans for the convenience and entertainment of members.

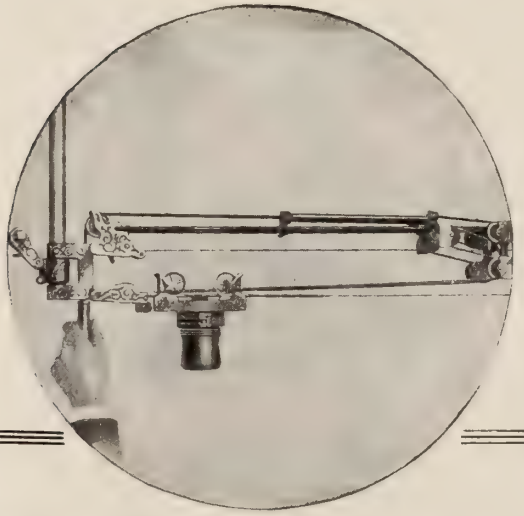


Have you a New Way Store

The New Way Crystal Wardrobe is *the* modern device for displaying ladies' outer garments. Made by Grand Rapids Show Case Company (*Grand Rapids, Michigan*)--and adopted by the foremost merchants of Canada and the States.

Show Rooms and Factories:
New York Grand Rapids Chicago
Boston Portland

LAMSON



With Lamson Carriers in your store you settle the "service" problem at once and for all—no matter how fast or how large your business may grow.

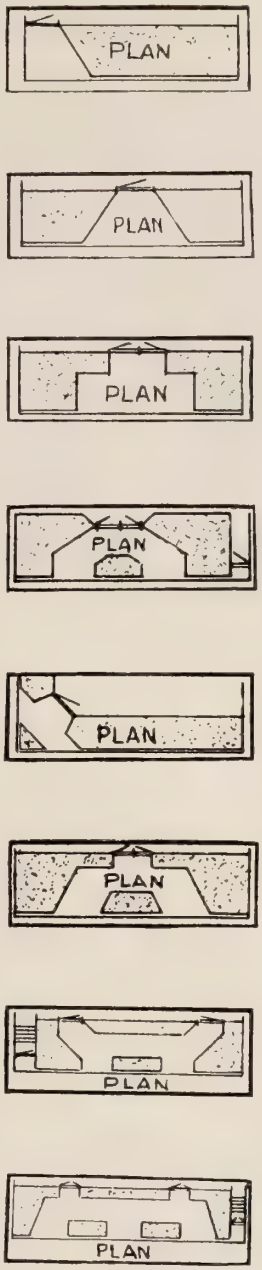
Lamson carriers are elastic, they stretch to meet the largest or they contract to serve the smallest store. They centralize and save expense and lost motion.

Ask Your Neighbor!

Wire, Cable, Tube, Belt and Pick-up Carriers.

THE LAMSON COMPANY
Boston, U.S.A,
Representatives in all principal cities.

SERVICE



WHICH PLAN OF STORE FRONT FOR YOUR BUSINESS?

The only reason on earth for installing a new Store Front is to modernize—to increase sales. Our experience in helping solve Store Front problems for thousands of Merchants places us in a position to help you. We have a booklet, "Boosting Business No. 21," with many photographs and drawings of modern, big and little Store Fronts, also suggestions which will appeal to you. We want to help you design your new Front to fit **your own** business.

Kawneer Store Fronts

Just drop a card for "Boosting Business No. 21"—it won't obligate you—you won't have to buy. We want to show you what we've done to develop the modern Store Front.

Kawneer Manufacturing Co.

Francis J. Plym, President,

78 Duchess St., - Toronto, Can.



Well posed arrangement of clever full form drapes of wide silks and bandings to match. Note pannier on centre model. The beauty of a highly finished background as a contrast to exclusive fabrics is effectively shown. Courtesy McKinnons, Ltd., Weyburn, by F. L. Kickley.

The following letter from Geo. J. Cowan, of Koester School, Chicago, is important. It conveys one of the reasons the convention is being held the first of the week:

"I was very much interested in your letter of the 17th, and in reply will say that I think the biggest drawing card you could probably get is Mr. Will H. Bates, who I think you fully realize is about the best man on draping in this country.

"I think another very clever demonstration would be that of Mr. Kranenberg, as demonstrated last year on how to do plastic relief work, stenciling, etc. If you will write to Mr. Hamilton, of the Alabastine Company, of Grand Rapids, Michigan, I believe that he will be glad to make arrangements whereby Mr. Kranenberg can give you this demonstration."

The most proficient men in the profession are going to be present. They are specialists in their particular lines. These men have an instructive message to window and advertising managers. They deal with to-day's problems and are experts.

Mr. Cowan has an absolutely new lecture with new slides never shown before. He has expressed his willingness to take part in the program. This feature is always appreciated by both associations.

CARD WRITING DEMONSTRATIONS.

Cardwriting, advertising and system lectures will be handled by well known men. At the present time several plans are proposed.

Both G Wallace Hess, and L. O. Butcher, of Chicago, are expected to attend as they said they would be here this year. They specialize in brush and airbrush work and their lectures are practical. The work they take up deals particularly with everyday problems. Their examples and demonstrations of inks and brushes are highly instructing to the most proficient cardwriter. This work with numerous showcards on exhibit will comprise lots of ideas for next season's work.

Three months of agressive organizing is necessary in order to advise every trimmer possible. The committees will notify every trimmer, who sends his address. All members should interest their fellow decorators in every branch of mercantile publicity. Send in the names of every display man or advertiser who might be interested.

Several men are spoken of in connection with advertising. No decision has as yet been made. The lectures will include retail advertising, layout, typographical effects and approved methods of getting sales results. Store construction, interior fitting and

The program is important enough for every store to have a representative present. Results of the convention and association are not all in direct return for the investment. The return depends on the use made of the comparison of ideas and condensed instruction.

The New Half-arm Blouse Form



No. 18a. Price $5.50

Indispensable for the display of short sleeve blouses—

for the obtaining of the short sleeve blouse effect in dress goods draping. It does away with the antiquated method of sleeve stuffing, makes draping easier and adds materially to the general appearance of the window and department display.

These are four styles to select from:

No. 16A shows the new half-arm blouse form covered with white jersey cloth, without the adjustable belt, price $5.00.

No. 18A shows the same form with the adjustable belt, price $5.50.

No. 17A has the flesh colored enamelled yoke and adjustable belt, price $6.00.

No. 19A shows the form with the full flesh colored enamelled bust and adjustable belt, price $6.50.

These are made in any finish of metal.

Send for samples to-day.



No. 19a. Price $6.50

Dale *and* Pearsall, *106 Front Street East,* Toronto

Manufacturers of High Class Forms and Fixtures

Every Careful Housewife in Your Town is Eager to Buy

J-M ASBESTOS Table Covers and Mats



The thrifty, intelligent housewives of your community are waiting—yes, *waiting*—for you to show them J-M Asbestos Table Covers and Mats.

And that's all you have to do—just *show them.* They sell on sight. For all careful housekeepers know the wisdom of protecting their valuable polished table-tops from hot dishes and accidents.

Big, quick, easy profits await you. Why not get them? You can't possibly make a mistake putting a few J-M Asbestos Table Covers and Mats into your house-furnishing stock. They'll go like hot cakes once the wide-awake women of your city find out you have them.

Our Asbestos comes from our own mines, therefore we can quote you much lower prices than other houses that have not these facilities. We can furnish you a greater assortment of Asbestos Table Covers and Mats than any other concern. You need not carry a large stock—our Branch house in your section will do that for you and ship you promptly as you need the goods.

We have a special proposition that will interest you. Write our nearest Branch TO-DAY for particulars.

The Canadian H. W. Johns-Manville Co., Limited

Manufacturers of Asbestos and Magnesia Products.

TRADE ASBESTOS MARK

Asbestos Roofings, Packings, Electrical Supplies, etc.

TORONTO MONTREAL WINNIPEG VANCOUVER

1386

store equipment will be in capable hands. A special address on window and interior lighting will be given by an efficient electrician. Details are not sufficiently advanced as yet to make an announcement.

DEMONSTRATION OF CUBIST DRAPES.

It is hoped also to be able to arrange with the Economist Training School, of New York, to have their representatives present. C. J. Nowak, instructor, is being asked to demonstrate both cubist and futurist drapes, which are now an accepted vogue. This lecture will bring the draping department up to the minute in exclusive courses and put trimmers in touch with one of the leading display influences of this and the coming season. Personal instruction in up-to-date drapes will also be given by prominent Canadian display managers .

Now is the time to send in suggestions for the program. Every member can help to make the meetings meet his own requirements. Send suggestions to the committee and they will make every arrangement to carry them out.

WILL ADHERE TO SCHEDULE.

The President's address will deal with the growth of the association and opportunities for development in the window dressing field. Display manager H. Hollinsworth intends to conduct the meetings on strictly business lines. Loss of time will be avoided in this way. All lectures are to be held to schedule.

Each member can do his part toward making the convention a success. This year's membership should reach 200, and every member in good standing. The co-operation of the members and committees in this respect is important. Every display man should advise if he intends to be present.

The time of the convention is convenient for window trimmers to get away or obtain holidays. The committee work with more assurance if every member shows he is interested. This is also important in securing special two-third railway rates, which are available. Civic holiday rates can be taken advantage of in some cases. There will be sufficient members this year to obtain the cheaper rate from any station in Ontario. All visiting trimmers should obtain a certificate entitling them to one-third rebate by having it signed at the convention.

All members should be in good standing. Mail membership fees at once. Advise the committee if they can expect other members to join. The money is spent in making the program more comprehensive. Every display manager can help.

A special campaign of organization is necessary between now and Aug. 1. The program is comprehensive enough to interest window trimmers in every branch of mercantile publicity. There will be many features interesting to hardware men, grocers, shoe men and publicity men in all departments. Members can interest their fellow trimmers in other trades and have them attend the convention.

There are only three months more in which to make the second annual Canadian Window Trimmer's Convention a monster success. The committees are doing their share. Display managers can do theirs by sending the names of all display men likely to be interested in each locality. Every member is responsible for the organization on a larger scale than ever. Every trimmer will be notified and asked to join in making the 1913 convention representative of the importance of the profession in Canada.

Merchants will find the expenditure in sending a representative or coming to the convention themselves a good investment. The C.W.T.A. are bringing the most proficient men in America and putting them within reach of the decorating and publicity departments of every store. The committee wish to assure merchants that, if the trimmer does not think he can afford to come, the store cannot afford to have the opportunity overlooked. A representative of every store which pretends to use window space and get the best results of retail publicity should be present. Merchants, who have no trimmer will find the time well spent if they come themselves. The program is worth while and the association wants everybody to take advantage. The second annual convention of the C.W.T.A. is going to be a big event in creating a status for efficient display and advertising.

Wash Goods Openings

Continued from page 82.

ishing of household needs in cottons, bedding linens, and wash goods. The first break in prices on the Spring season novelties is defined by the confidence in the selling merit of the numbers on hand. Better prices are secured now by a slight reduction. Another important feature is that the midsummer season is entirely free from lines which have to be pushed after the holiday if not sold previous to that time. May 24 denotes the passing of the first half of the season with every department in good shape to swing into midsummer business. This is an important growth of dry goods merchandising.

You'll Never Gain Anything By "Marking Time" in Your Business

While you are "marking time," contented to do just the business you are now doing what are you gaining? You are making no headway and in modern business "Not to go forward is to go backward." If your store front looks dingy, is old-fashioned and unattractive you are losing money by not getting the trade you should get. Look into the

Our range of store front designs is very complete—from the neat inexpensive front to the most elaborate. Let us give estimates.

EASY SYSTEM

The "Easy Set" System simplifies the remodeling of old fronts — simplifies the changing of an old dingy store into a bright new and attractive one.

of Installing Attractive Store Fronts

We are specialists in store fronts and therefore are in a position to give close estimates on really artistic up-to-the-second designs. Drop us a line to-day and we will send our representative to look over your proposition and to give you figures which will interest you.

The Consolidated Plate Glass Company of Canada, Limited

TORONTO



SCHICK'S ALL STEEL BALING PRESS

Fire Risk DECREASED by using a Steel Baler

The ideal Baler for waste paper, rags, straw, excelsior, etc.
Makes bale weighing 150 lbs., measuring 18x20x33. Floor space requires 2½ ft.
Write for Catalogue A, prices and discounts.

They are an absolute fire protection and reduce your insurance.
They are cheaper than others when consideri ng quality and efficiency.

A Baling Press pays for itself in a short time.

DAVENPORT MFG. CO., DAVENPORT, IOWA, U.S.A.

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



Quick Change Means Pleased Customers

Our guarantee:—We will instal a system of our carriers in your store. After 10 days' test, if they have not proved their superiority to all other makes of store service, we will remove the equipment without cost to you. It will pay you to investigate our modern improved PNEUMATIC DESPATCH TUBES AND ELECTRIC CABLE CASH CARRIERS.



CATALOG FREE

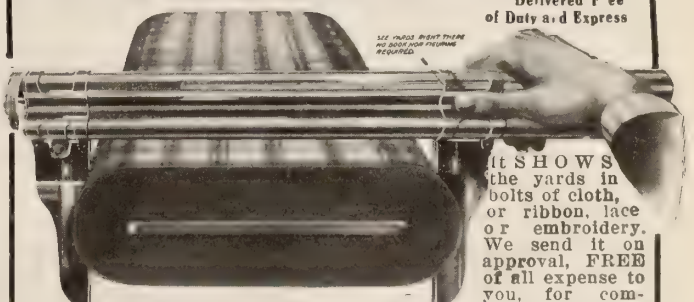
The Gipe-Hazard Store Service Co., Ltd.

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 116 HOLBORN, LONDON E.C. ENG.

PUTNAM'S IMPROVED CLOTH CHART

Price $12.50 Delivered F ee of Duty a d Express



It SHOWS the yards in bolts of cloth, or ribbon, lace or embroidery. We send it on approval, FREE of all expense to you, for comparison with any device which you may be using, or so that you may satisfy yourself whether this sort of thing may be satisfactorily done. Our machines are used in over 20,000 stores. Let us show you.

A larger illustration and particulars sent on request.

T' E A. E. PUTNAM CO., Mfrs., WASHINGTON, IOWA

HOUSEFURNISHINGS

Sections Grow on Non-Competitive Lines

A review of conditions in the housefurnishings department, with regard to sale of draperies—Keeping stock up to novelty requirements—Trend of demand changes.

DRAPERIES, lace curtains and hangings, as a department in the average store do not represent modern development in these sections. The latitude of the different lines and combined improvements or influences in corresponding growth, during the past few seasons is curtailed by the lack of novelty in several instances. This is due to so-called staple buying and the nature of supply and demand in jobbing and retail centres.

Merchants have been supplying many numbers, which are practically the same year after year. There are numerous suggestions which buyers would act upon if they could get in direct touch with the materials. Their intention as buyers shows the way, but the trade is not conducive. To increase business along the lines of style or educative salesmanship more novelties are needed. These are not carried by the regular houses, and smaller buyers are not in touch with specialty houses.

The whole development in larger centres and departments has been unusual for several reasons. Just as many reasons can be given that account for this success, in the combination of both specialty and regular supplies. The same applies to the difference between special and regular retail trade. The result of this policy is evident to the merchant who is in close touch or pretends to sell his trade modern hangings. In other cases the condition cannot be altogether criticized as poor buying. There has, however, always been a tendency to follow values rather than the general development of high-class business with a similar stock.

Every merchant knows that the trade is competing with mail order prices and offerings. But while these values are known by many customers they do not always meet the demands of proper hangings. A comparison of the staple nature of the goods listed in catalogues and the lines selling over the counters or being shown by exclusive houses shows the extent of the difference. A careful study of any stock will reveal the changes. The objective of good business is to make the stock representative. The trend is certainly along specialized lines. The future of smaller departments depends on how buyers see the possibilities and cater to the more profitable business.

A fixed percentage of advance in the sale of fancy nets, bungalow nets, madras and piece goods draperies, compared with lace curtains is not feasible on account of locality conditions. The same can be said of the selling ratio of white, cream, ecru, Arab and colors. The advances are not permanent in all lines of lace curtains or in all patterns or colors of nets. Although both departments may show increases each season ome qualities and designs are bound to fall off in sales. The growth in fashionable weaves and colors in piece goods or manufactured curtains of the same materials is more than correspondingly fast. It is claimed that, if special larger departments are having an abnormal growth, a similar expense can be expected in regular departments. This development appears to be beyond the staple supply service of regular houses although in many instances they have anticipated the demand and encouraged it.

All merchants can estimate the numbers of pairs of curtains they can sell in a season. When they buy Swiss netts and Nottinghams at special import or regular placing values, they know that the goods are safe enough up to certain prices in these qualities. There is more novelty required to take advantage of salesmanship and customers' closer knowledge of modern interior decorating. If the practice of the trade in competing with value demand is wrong in part, it remains to be rectified. It is the evident result of anxiety to meet mail order competition, which is not based on the demand of those who are in close touch with the selling influences of higher class trade. The question for the buyer to decide is where this influence begins and where it ends. Clever merchants are likely to see that the department develops both in turnover and closer interpretations of present day decorations.

Conditions in larger departments suggest a way. To-day Nottingham curtains in white, both in staple sizes and price, are sold only in leader values up to $2,500 a pair. In the ratio of color, cream and

arab in nets, fancies and heavy effects represent almost 50 per cent. of the sale of better numbers. Today the growth of piece goods as a department means a larger investment than the lace curtain section does. In the one case, the department is growing exceptionally fast and in the other the tendency is to increase only along the lines set by conditions. In piece goods, white sells only in cheaper materials at 10c to 25c a yard or at the most $10 yard for novelty. This is so either for casement, sash, curtain or door panel. The range of cream and ecru forms an unbroken and growing assortment almost unlimited in price.

This is due to the building of modern houses and the more general use of sill length, casement or base board length curtains. People are demanding shades which are not easily soiled and are restful to the eyes. They want style and materials which are different. The method of window hangings has undergone sufficient change. The unweildly lace curtain is passing with the demands of the modern home. Sooner or later the same influence is going to be felt by the remotest house. The price is not a factor which value in lace curtains portends. Other designs can be had at the same cost and strictly up-to-date.

Success in the curtain and drapery department depends, therefore, on facilities for manufacturing proper curtains of up-to-date materials for modern homes. Better display is another result. One development suggests the other two. The merchant is now at liberty to make larger profits because utmost value in competitive length and width at each price is not requisite. Manufactured curtains are made to fit the surroundings and match the general effect. If these are made to order, profits on both time and material are possible. Ultimately the policy may mean larger stock but the investment is not larger than the turnover warants. Specialization of stock and facilities avoids competition.

Merchants, who are selling curtains at 25c, 50c, 75c, $1 and upwards a pair and giving the limits of value in size, finish and quality are losing money unless they are discouraging the turnover of these numbers. Any firm can sell quantities of lace curtains at a price but, after the season is over, the problem of best service to merit the best trade will still show the need of improvement on piece goods. Each buyer can readily see the chance which departments have in building up extra business by means of novelty. A proper service of making up piece goods to order is essential. There is an opportunity of getting beyond the service of seasonable supply.

The program includes window decorating, modern advertising, methods, system, card-writing, merchandise and selling, improved lighting, store construction and equipment. Special attention is to be given men's wear display.

DEARDEN'S MONOGRAM and special design QUILTS

Made by Jonathan Dearden & Co., Ltd.
11-13 Bridgewater Place, Manchester, Mills: Bolton, Lancs.

Made to the order of Railroad and Steamship Companies, Institutions, Hotels, etc., with woven name, design or monogram.

We make a specialty of weaving names, etc., in quilts for big users and the merchant who goes after this business will be pleased with results.

There is no carrying of stock with possible loss from left-overs. Find out the requirements of your local hotels, etc., and submit conditions to us. Our prices will give you a fair margin of profit.

1913-14 samples of sheeting and quilts sent on approval.

R. H. COSBIE, Limited
30 Wellington St. W. Toronto
Irish Linen Agency

FANCY GOODS, NOTIONS AND TOYS

Development Still Showing in Fancy Goods

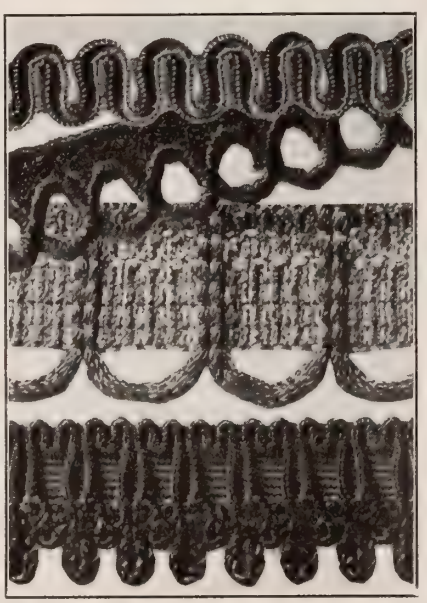
Many novelties in stamped goods — Waists stamped in Bulgarian patterns new—Cross-stitch patterns in quaint sampler designs for decorating household linens—Crystal beads used in a new way—Novelty braids in bright colors showing for fall.

FANCY GOODS is such an important line that there is always something doing and though the Spring season is far advanced and manufacturers and importers are more interested in Fall lines there is still plenty of business passing. There are various means of interesting women in fancy needlework, particularly the holding of classes to teach the new stitches as they are introduced. Importers are kept "on the jump" to secure goods suitable to the demand.

Development all along the line is the tendency in the retail stores as the advantages of carrying a big and well assorted stock of fancy articles become better understood. Only a few years ago the art needlework department marked time for fully six months of the year and business was only good for the Fall months culminating with Christmas selling. Due to new methods and a persistent effort to prolong the season, art needlework now is practically an all-the-year-round seller and the trade is always expecting something new from the manufacturers. Of course, Fall is still the big season, but a business that materially adds to profits passes during the rest of the year.

Stamped goods, particularly articles of apparel such as blouse waists, night-dresses, corset covers, drawers, and combinations for women's wear, and little dresses, boys buster suits, baby's bonnets and hats, little coats, are all big sellers. Waists now come stamped in the well known Bulgarian patterns and worked in heavy colored cottons. The new idea in lingerie articles is the garment all made and only requiring the ornamentation of hand embroidery for its completion. Garments of this class have had a very great success and new patterns are always being introduced. These garments meet the needs of a large class of women as there is no making required and the embroidery finish is both attractive and serviceable.

Household articles are also embellished with embroidery, and here cross-stitch plays an important part. The revival of cross-stitch seems due to the interest taken in peasant embroideries. Many patterns are taken from the samples of our Great Grandmother's days. Trees, flowers, birds, houses, and other quaint patterns are used and the colors are either true to life or in lively colors. When all one color is chosen, China blue and bright red are best liked. Cross-stitch is very easily and simply worked when the specially prepared canvas is tacked over the goods and cut and the threads pulled away when the pattern is completed. There are any number of books of patterns on the market showing numerous designs and combinations. Very attractive patterns but not in the quaint sampler effects used on linens are shown in floral and set designs in the natural shades for decorating cushions, tea-cloths, centre-pieces, laundry bags, tie and key racks and other useful household articles.



Samples of novelty braids shown by Ontario Cloak Co.

In the working of tea-cloths, centre-pieces and designs for kindred articles, the idea of raising the floral or fruit that may form the motif of the design is a feature that is emphasized. Large colored wood beads are not new, but the use of colored beans in every shade is a novelty and such flowers as locust and wisteria are easily imitated in this manner. Some of these patterns are decidedly Japanese in effect and are very artistic. A later idea and one that is particularly good when ap-

We are keen on Canadian business

In view of our increasing trade in Canada we are arranging for our Representative to visit the Eastern Provinces direct from England periodically, in order to keep in personal touch with our numerous Canadian friends.

Our Mr. S. H. Tomes

will visit

the leading centres in the provinces of

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FAIRE BROS & CO., LIMITED
MANUFACTURERS
LEICESTER, ENG.

plied to fruit is to thread crystal beads on heavy colored cotton or rope silk, and the most natural looking bunches of berries and currants are produced in this manner.

Fashion news from Paris indicates the use of braid brimmings both as an edge binding and in the form of soutache and fancy braid in allover and in military ornaments. Many of these new braids are in bright mixed colors and follow the prevailing fashions of the moment in this respect. Braid manufacturers are showing a full line of these novelties and have done a good business with the cutting-up trade.

Even though the present is not a period when fancy trimmings are much in demand, the vogue of Rhinestones keeps up, showing that the fancy for glittering ornaments is only waiting a favorable opportunity to further develop. Paris and New York are talking about jet; and jet and Rhinestones in combination are suggested as the trimming novelty for the coming Fall. Beaded trimmings are showing in great variety, but so far are much on the lines already laid down. Garlanding of chiffon flowers, or flowers made of different colored cloths with metallic threads woven in and worked up into different wreath. Greek key and straight line effects are interesting buyers and are certain to sell in the coming season.

Queen of Dress Shields



Unseen—Naiad Protects

Naiad

Dress Shields

None Other Quite So Good

You satisfy your most exacting customers when you sell them a Naiad Dress Shield.

Absolutely Sanitary—Can be sterilized in boiling water—Sure death to all germs—As good the day it is bought as the day it is made—Do not deteriorate with age.

There's an awful lot of satisfaction in selling the Naiad Dress Shields.

Samples on request.

Wrinch, McLaren & Company

Sole Canadian Manufacturers

77 Wellington St. W. TORONTO

We Manufacture

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COMBS

Every comb, barrette, bandeaux, and hair ornament bearing, or sold under this trade mark (S. D. Quality) is manufactured by us and guaranteed to give satisfaction. S. D. Quality goods give quick profit-producing sales. Send for sample order.

Quality and prices are right.

The Smith D'Entremont Co.

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1475-1477 Queen St. West

TORONTO



PENNANTS

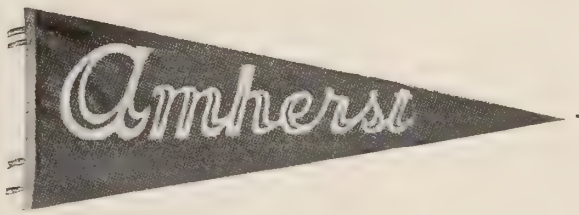
The largest and oldest manufacturers in Canada offer you, in their latest catalogue and supplement thereto, exceptional advantages in the purchase of this most popular and salable novelty. A card will bring full particulars.

Let us make you a trial order.

Niagara Pennant Co.,

Niagara Falls, -:- Canada







ONEY MAKERS

in buttons

Experience in selecting styles and in making these styles the way they should be made gives us the lead in the button world for real money-making values.
We are authorities on everything in the button line. Our extensive range of buttons, rhinestone dress trimmings, and ornaments for Fall, 1913, is ready for your approval.

A. Weyerstall & Company. **Button Manufacturers**

Branch Office: Montreal and Winnipeg. **Head Office: TORONTO**

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will do the manufacturer and this paper a great service by mentioning the "Review" when answering advertisements.

The manufacturer wants to know what prompted the enquiry, and we want him to know that his advertisement in the "Review" pays him.

READY-TO-WEAR GARMENTS

Two Troublesome Problems Facing the Trade

The indiscriminate returning of goods is detrimental to both manufacturer and retailer—A possible remedy suggested—The special order problem.

THE REVIEW believes firmly that taking the trade as a whole, the relations between the merchant and the manufacturers in Canada are of the best.

But human nature is human nature, and where a clash of interests occurs, there is bound to be friction develop from time to time. No practical end can be served by any attempt to set the merchant and the manufacturer at variance by placing individual cases in the limelight and by leading either the manufacturer or the merchant to suppose that he is the special victim of any unjust grievance.

There are certainly many cases that develop in the course of a season which look as though the merchant was after his pound of flesh good and hard; but The Review is sure, only isolated buyers really, fully, and with malice aforethought, deliberately trade on the forbearance of the manufacturer.

Possibly it may be a home truth which some manufacturers will not likely accept, but it seems to be the manufacturers own fault that the evil of returning goods has grown to the proportions it has to-day. No one, not even the buyer who perpetrates the most barefaced return, can deny that it is an evil. But when it is such an easy matter to return a shipment or part of it which for some reason or other appears undesirable, and when there is a full knowledge that the manufacturer will meekly accept the same, the temptation to slip so easily out of a situation that may mean a loss and to load that loss onto another's shoulders is irresistible.

There is no question about it, it is up to the whole body of manufacturers acting in concert to put a stop to the unjust returning of goods legitimately ordered and which are fully up to sample, for this is a game in which no man can play a lone hand and fully win out.

It is only by means of co-operation that a remedy can be found for the unjust returning of ordered garments. The dealing with the disputes that arise should be placed in the hands of some central executive that has definite and absolute power to pass upon the justice or injustice of the claim, and the decision arrived at should be final. This would eliminate the personal equation and remove all possibility of bad feeling between the merchant and the manufacturer.

Indirectly, too, the merchant would benefit, for as every manufacturer knows, the possibility of returns has to be taken into consideration when profits are being figured out. Moreover, goods returned have to be sold, and usually returns go to swell the ranks of the cut priced lines that so materially interfere with the obtaining of the proper profit on the regularly bought line of ready-to-wear garments.

The special order is another fruitful source of trouble and dispute between the manufacturer and the merchant. Under present conditions it is difficult to see just how all special orders can be eliminated. But The Review would suggest that merchants should exercise more care in sending in special orders. For one thing a special order should not be sent in unless the customer is known to be reasonable in her demands. Also the stock should be gone over carefully so as to make sure that there is no garment carried that will fill the bill.

Moreover The Review believes that the manufacturer is exercising good judgment when he refuses to fill special orders when he suspects that the merchant's object is to escape the carrying of a properly representative line of garments. No department can grow that does not put in a proper assortment, and granting special orders in this case is only prolonging the agony.

It is perfectly plain why the special order is so much disliked by the manufacturer. It is not just because it so often represents a loss, but so often, save when sent in by a merchant who has a properly organized department, there is always an element of uncertainty and worry attached. Much of the trouble with special orders is due to the fact that measurements are taken by unskilled hands. Let a trained fitter take these special order measurements, and much of the trouble will be eliminated. But even then the merchant must realize minor alterations may have to be made.

It is only when an abuse becomes so bad that it can no longer be borne that organized efforts towards relief come about. Each year sees advances made and The Review has every confidence that time and progress will lessen if not eliminate these two particular problems.

A garment that is exclusive and different.

The

"Pullan Garment"

MADE SINCE 1902

"For Fall"

The Pullan line embraces many new features in suits and decided novelties in coats as well as great changes in unusually smart materials.

This assortment for Fall is in all respects the greatest line ever shown.

Every style is a copy of the newest European and American creations.

Priced

Coats, - - - $ 6.50 to $27.50

Suits, - - - 10.00 to 30.00

The trade is invited to inspect our line.

M. PULLAN & SONS

An Exclusive Cloak, Suit and Skirt House

Pullan Building, Bay and Wellington Streets, TORONTO

Montreal Office, Lindsay Building



Fall Styles and Trade Problems Discussed

The National Cloak, Suit and Skirt designers hold their semi-annual convention and style show in Toledo—Over 200 garments shown at the style show —$25,000 appropriated to send style experts to Europe.

Toledo, May 3.

THE GROWTH of the National Cloak, Suit and Skirt Manufacturturers' Association is indicated by the larger attendance of members and visitors from the leading fashion and trade papers at each succeeding semi-annual session, and also by the widening interest taken in, and the more extensive influence exercised by the Associations style reports.

Montreal was represented at the May convention just over at Toledo by A. Sommer, of A. Sommer & Co., J. W. Northway, of John Northway & Sons, and J. H. Winters, of J. H. Winters & Co., were present from Toronto. Dry Goods Review was the only Canadian trade paper represented.

Because of President Hooland's visit East to Washington and New York on matters relative to the pending tariff changes, it was well after ten o'-clock on Friday morning when the convention opened.

In his brief opening speech Mr. Hooland congratulated the members of the Association on the great progress made since its inception, and more particularly in the past few years, saying that in his belief much of that progress was due to the fact that they endeavored to be fair and to look at all questions relating to their industry in a broad manner and not just from the selfish standpoint of their own interests alone. They endeavored to consider the retailer and to put the industry upon the broad basis of what was best for both.

President Hooland then introduced Morris Black, of H. Black & Co., Cleveland, who read the report of the Well-fare Committee. "Policy is to the manufacturer what character is to the man," was the striking opening statement which formed a fitting introduction. The report dealt with matters that have already been taken up, and, while it was not intended to limit the subjects to be considered, it was the purpose of the committee to discuss and present the old issues until the whole of the association had fallen into line. In an industry so complicated as the cloak industry and one in which the element of novelty played such an important part, new issues were constantly cropping out and from time to time would be taken into consideration. The report went on to deal with such matters as the sending out of goods on approval. Goods sent out on approval would ultimately interfere with the proficiency of the selling departments of manufacturing organizations as well as with the efficiency of the retail merchants. The proper way in which to sell goods was to have the merchandise in stock and the retailer could do business in no other manner. Each section of the trade had to assume its proper burdens and the manufacturers' burden was to provide the raw materials and the labor requisite to the making up of the same and not to carry the made up stock—that was the retailers' particular problem. The selling methods of this organization have in the past been through sales made in their own sales-rooms and through their travelling salesmen. If the third method of selling merchandise on approval is allowed to grow it means a serious weakening of the selling methods of this organization which is through the factory salesrooms and through the travelling salesmen.

The matter of special orders then came up and members were reminded that at the November meet-

THE EGYPTINE UNDERSKIRT IS FINE VALUE



Egyptine Underskirts represent the BEST VALUE of any silk mixture skirts on the market.

The material is GUARANTEED to us — we guarantee every garment to you with this guarantee label.

EGYPTINE

The value is in the MATERIAL, in the wearing quality of the goods. Egyptine has all the rich rustle of pure silk, but wears three time as long.

Egyptine look well, wear well, hold their shape and are guaranteed satisfactory.

Value for Value, Egyptines are beyond comparison. Be sure of this label on the band.

EGYPTINE

The Canadian Converters' Co. Limited
Montreal

Recommendations of Style Committee

SUITS

Coat suits for Fall will embody a greater variety of features than they have in several seasons past. These features will consist of high buttoning, cutaway and blouse effects, Mandarin sleeves, drapings, vests or waistcoats, fur band collars, Russian effects with belts and sashes, sleeves shirred at the wrists, and the combination in a suit of one material for the coat and another for the skirt.

The principal feature of the suit coat will be the cutaway effect, the back of the coat being cut markedly longer than the front. The slope of the cutaway is the element which determines the length of the back, which will vary to an unusual degree. Suit coats measuring from finger-tip to bend-of-the-knee length will predominate.

In addition to the tailored skirt, the slightly draped skirt will be prominent, particularly in the dressier suits. The high waist line, a slash at the skirt bottom, plaiting and shirring at the belt, and a narrowing effect toward the hem of the skirt will be in high favor.

COATS.

Coats are to be 48 and 50 inches long, with emphasis on high buttoning collars and a tendency toward sloping back seams. The cut will be irregular at the bottom—longer in back than at the front. In dressy and novelty coats shorter lengths will be shown.

The combination of pile fabrics, the use of wide belt effects below the waist line, and in fancier coats, Mandarin sleeves and draped effects will be favored treatments.

ing the conclusion was reached that the merchant would make more money and be in a better position if he would carry sufficient stock with a variety enough to fill the demand rather than depend upon the special orders to make up for what was lacking. Confidence in selecting stock and strength in selling are requirements that must be possessed by a house that carried the proper stock to take care of its trade without losing time and business by sending in orders for special individuals. Through proper education, it is believed that this idea will gradually be dropped and that the merchant will make such a study of his trade as will enable him to select the stock needed to clinch every possible sale on the spot.

LIMITING OF SAMPLE LINES.

The concentration of the sample line was next alluded to. Efficiency in the factory as well as in the taking of orders will be conserved by limiting the number of garments in a sample line. The Welfare committee continues to recommend 40 suits and 60 coats as sufficient to cover all purposes. If a manufacturer holds closely to its orders in cutting merchandise, it will have little except the natural surplus resulting from changing conditions and the sample lines to dispose of in other than the regular way.

The disposition of sample lines is always of interest and discussion as to the most satisfactory ways of disposing them will be continued in the future.

THE CANCELLATION PROBLEM.

The subject of cancellations was then taken up coupled with the recommendation that no order should be taken that called for delivery under 30 days from date of order. This subject brought out an animated and instructive discussion. Evidently the manufacturers are of the opinion that their opinion is well grounded was established by the evidence produced, that some merchants—not all of them—but an unpleasantly large number, were in the habit of demanding an early date of delivery simply because they knew the manufacturer could only live up to his agreement and, therefore, they would have the privilege of cancelling. Backbone and character, and nerve enough to refuse to take orders that the manufacturer knows he cannot fill by the date specified was the cure recommended for cancellations. Many buyers, it was asserted, practically dictated their own terms of delivery and therefore ruled the factory, not the man that owned it. No business could prosper under such conditions and unless a manufacturer had absolute control of the dates of delivery of his output, he only served under a multiplicity of masters. No business could prosper unless there was only one head and that head was the manufacturer himself.

Preferential deliveries was another problem discussed. The allowing of the order for a favored buyer to take precedence over one placed earlier was denounced as "graft" by Morris Black.

Several manufacturers spoke against giving any particular buyer this form of precedence, one manufacturer going so far as to say that, when goods were made up for a buyer who had placed his order early, and were hanging up and awaiting delivery on October 1, should a call come from another buyer for an early shipment of goods, they would not touch those already made up.

We are sole manufacturers of Galt Fleece Robes for Canada and are carrying a larger range than ever



B. 1276. $39.00 dozen.

Plain wool elderdown robe made up in grey, light red, dark red, sky, copenhagen. Trimmed with black or self embroidery edging and black or self girdle to match and silk cord tie at neck. Sizes 34 to 44.

NO doubt you have had this line from Galt Knitting Co. and appreciate the quality of the cloth used, we have added a number of new styles and our range runs from $39.00 to $78.00 a doz. in long and $14.00 to $27.00 in short.

Orders are coming in very fast and we would advise, to obtain good delivery, placing orders immediately.

Samples submitted.



B. 1293. $72.00 dozen.

Ripple wool elderdown robe made up in light red, dark red, sky, copenhagen, mauve and old rose with large shawl collar and turned back cuff faced with satin of same color. Robe is fastened with satin covered buttons and silk cord frogs. Large patch pocket. Girdle of self color.

Martin & Smith Co., Ltd.

Makers of Women's Waists and Junior Girls Dresses, Waists, Kimonas, Galt Fleece Robes.

350 Sorauren Avenue, .:. .:. Toronto

Garments Displayed at the Style Show

Separate coats showed narrow effect in lower part—skirts are narrow—Sleeves show roomy armholes — Raglan cut shoulders seen—Descriptions of the three representative coats chosen.

THE STYLE Committee met in Toledo on Tuesday and again was in session on Friday afternoon, to complete its work. The members are Hugo Stein, of Bischof, Sterne & Stein, Cincinnati; A. Printz, of Printz, Biederman, Cleveland; Dudley Palmer, of Percival B. Palmer & Co., Chicago; and other prominent manufacturers.

Close on to two hundred garments were displayed, but a new regulation that will come into force another convention will most probably reduce that number. Hitherto there has been no criticism made of any garment sent in. Next convention the style committee will pass upon all and will reject such garments as they consider are not in line with the coming style tendencies. This will mean that a higher standard will be attained and that the style show as a whole will fill more adequately the educative junction for which it was designed.

Decidedly the most interesting feature of the present show was the showing of the new length in coats. This model was knee length at the back and very much shorter in front in conformity with the cutaway effect now so generally popular. The very first coat shown was of Arabian lamb in this new length, very much draped and gracefully rounding up to the fastening which commenced just below the waist. This fastening was accomplished by bars of skunk and a throw-over or stole collar was made up of lines of the same fur. This coat was trimmed with real fur and so were several others, but imitation fur was much more frequently used. The first coat described and one of taupe ratine trimmed with Civet cat, and a coat in knee length made of dull red and black stamped plush banded with seal plush, were the three models chosen as typical of the coming fashions. The mole ratine coat had a peculiarly cut band or flounce into which the soft drapy cloth was gathered. Complicated cutting was a feature of all the coats and suit coats as well. All separate coats were cut so as to give the narrow effect in the lower part.

FOR SUITS AND DRESSES.

Eponge, sponge cloth, ratine brocades, brocaded woollens, velour de laine, velour cord, cut cord, cotele, cote de cheval, bayadere cords, reps, wool poplins, serge, wool crepe broadcloths.

Trimmings — Plushes in imitation of furs, Arabian lamb, Ural lamb, Persian lamb, Astrachan, seal, mole, beaver, ermine, etc.

Novelty plushes, stamped, brocaded and printed in imitation of crocodile skin, and in soft-toned Oriental effects. Moire is used both in black and in the same color as the material it trims. The newest idea is the use of braid and braid passementeries. Buttons are not so fashionable and many are covered. Jet buttons are the novelty and odd shapes in mottled celluloid and galalite and metal bomb buttons are used.

Buckles made of the material and ornaments made of cords of the same are freely used.

Fur and feather trimmings: Skunk, cony, Australian opossum, ostrich and marabout.

MATERIALS FOR COATS.

Animal Plushes — Arabian lamb, Ural lamb, Persian lamb, Astrachan, Civet cat, mole, seal, beaver, ermine.

Stamped and brocaded plushes: Brocaded woollens, both for coats and suits, eponge and sponge cloths in both cloak and suiting weights, zibelines, chincillas, curl cloths, striped curl cloths in black and white, black and blue, black and golden brown. Beaver cloth and broadcloth in black and matelasse.

The change in the sleeves was notable. All were cut with roomy arm-holes and in a few models the Raglan cut shoulder was adopted. Many more showed the dropped sleeve with the very long shoulder. The kimona cut is revived in what is called the mandarin sleeve and so wide are some of the armholes cut that the sleeve line comes well below the waist line.

The absence of reveres and the high fastening and collars of fur fabrics or of brocaded plush, or printed that come only a short distance over the shoulder are the newest feature. The stole or throw-over effect with both single and double ends was seen on one or two models, but the collar first described was the almost universal finish. All kinds of blouse effects sometimes confined to the front or to the back of the coat en evidence.

Many of them followed the Balkan cut, giving the low waist line and this cut was ever chosen when the material of the coat was of animal plush. Braid trimmings and braid passementeries appeared on a number of the coats and elaborate froggings made of rondeaux of the material of the coat were seen on numerous models.

The suits shown were very handsome, being one and all of the novelty variety. In one respect they

(Continued on page 127)



DESCRIPTION

Champagne Crepe Plantation Chiffon.
Silk Empire Green Chiffon trim.
Hand Embroidered Edging on trim.
Surplice Effect of Teneriff Lace.
French Net Vest Hemstitched.
Black Net "V" and Small Silk Bow.
Champagne Silk lined.
Roman Pearl Ball Buttons.
Back as attractive as front.

The illustration above is possibly one of the most attractive waists our designers have ever turned out, and will stand comparison favorably with French waists of double the value.

Our complete range of one hundred such numbers is now with our salesmen, and we invite inspection as early as possible as materials cannot be duplicated.

LADIES' WEAR LIMITED

84 Wellington Street West, Toronto

W. F. GOFORTH
Managing Director

ARTS and CRAFTS BLDG.
Vancouver

HAMMOND BLDG.
Winnipeg

Get Into The Orbit
Weather, Immediate

The "Star" Brand orbit is growing each season. It has widened out until it now covers the entire Canadian ready-to-wear trade. Our hot-weather dress values speak for themselves in no uncertain manner—they are talking loudly to the merchant who is aggressive in his buying and selling. They're worth while getting in touch with right away. A card to-day will bring our representative or any samples you desire.

"STAR"



7068



6074

7068. Fine Muslin and Torchon trimming, crochet buttons, Pink or Blue piping.

6074. Striped Anderson Zephyr, plain chambray trimming, very popular model.

THE STAR
MANUFACT

Berlin,

Of "Star" Brand Hot Delivery, Dress Values

We are not illustrating these four numbers from our "immediate delivery" dress stock for the sake of making this paper attractive, with the idea of illuminating our advertisement with the new modes for Summer. We're illustrating them for you—just to give you an idea of the values that await you in the "Star" Brand.
Send to-day for samples—stock up now for your Summer's business. Get into the orbit of "Star" Brand values.

BRAND

7070. White Linenette, Blue or Pink piping, trimmed with Plauen collar and crochet buttons.

7078. Natural Linen, Navy, Sky or Red collar, cuffs, piping and self buttons.



7070



7078

WHITEWEAR
URING CO.

Ontario.

The Length of the Suit Coat for Fall

Canadian manufacturers settle on 36-in. for the staple length — Long backed models will be 38 and Misses' Coats 34 —Slashing of skirts is finding favor.

FALL LINES of suits are sufficiently advanced to enable some definite idea of what manufacturers are offering to be gleaned. One of the first questions always taken up is the length of the suit coat. Canadian manufacturers have unanimously settled upon 36 inch as the staple length, but models that come to a close-gated blunt point at the back are made a full two inches longer. This is a novelty season, and therefore, in the more extreme models, will in all probability vary from these standard lengths and at present the general opinion expresses is that they will be longer. Misses' suit coats will measure 34 inches.

The plain tailor-made is quite out of the picture and fashion is favoring the French idea of fanciful styles and effects. Seldom have tailored fashions been so varied or so gay, due to the many vari-colored trimmings of Bulgarian, Futurist, and soft toned Oriental patterned embroideries, velvets and silks.

The varied styles give designers great scope this season and some decidedly handsome models are shown. The only drawback is perhaps not one at all and is found in the fact that it is a difficult matter to put out low priced suits that are at all in conformation with the requirements of the present fashion. In the first place the material must be handsome and the trimmings must be rich and the longer coat necessitates the using of a little more cloth. Materials are varied. Velvets, both plain and fancy, will be good and such woollen materials as velour de laine, wool velour cord, cut cord, ratine eponge, rough diagonal serges, diagonal cords, cote de cheval mixtures and other novelty weaves.

Many designers are using fur trimmings such as coney in narrow lines. Fur cloths such as Astrachan, Persian and moire lamb, Civet cat, etc., will be used.

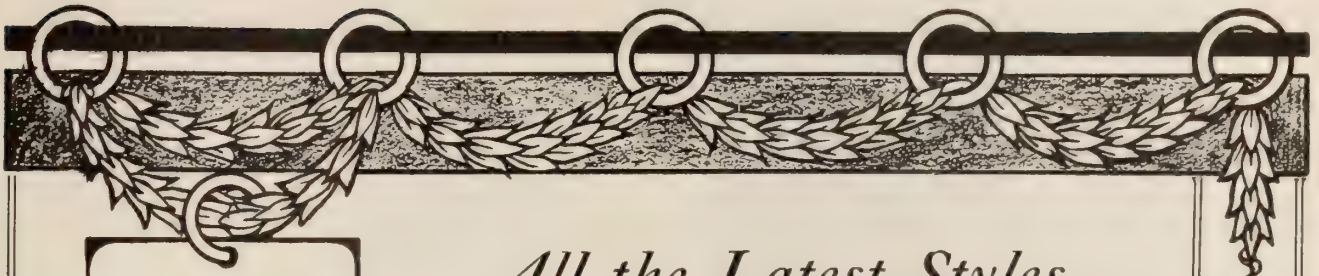
The trimmings used are bright colored Bulgarian and Post-Impressionistic silks with wide spaces of ground showing between crudely drawn groups or bunches of many hued flowers. Higher priced suits show these trimmings in Oriental patterns and in chubby rose patterns in softer tones, many of which are embroidered with metal threads. Fewer buttons are used and many of them are covered. There is a tendency to use braids that promises to become more pronounced as the season advances.

The big majority of the models seen so far show the coat on cut-away lines. Some models are cut very short in front to show a vest effect in fancy silk or velvet. Some models are shirred across the back or at the sides of the front, and a few are developed in Russian blouse styles.

Skirts are narrow—about 1½ yards is the general width, though skirts as wide as 1¾ are met with. Drapery effects are general and many designers think well of the peg-top skirt when not



Gown of striped French voile heavily hand embroidered. The long draped tunic is hung over a skirt of the voile cut with the stripes running in bayadere fashion. The collar is edged with a bias band of taffeta and the ties, cuffs, and crushed girdle is of the same silk. Shown by the Doherty Mfg. Co.



The Largest Exclusive Coat House in Canada

All the Latest Styles in Fall and Winter

COATS

High grade fabrics
Exclusive designs

WE make nothing but coats—**but we make everything in coats.** Everything from the linen motor coat to the finest sealette—coats for the rainy day—coats for the cool Fall evenings—coats to protect the women from the nipping winds, will be found in the extensive showing now in the hands of our representatives.

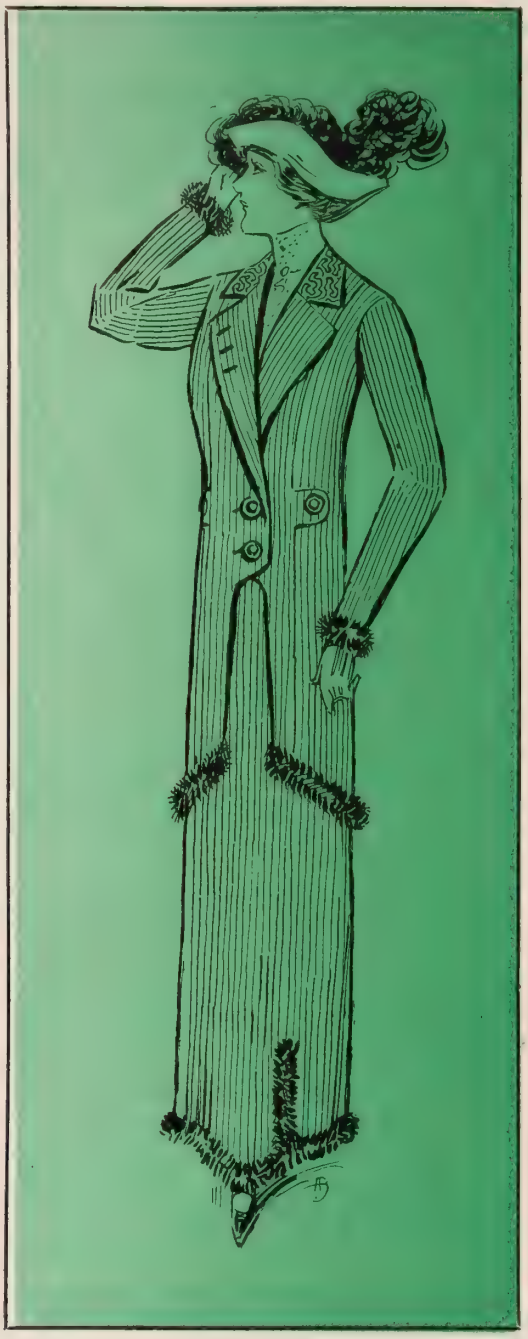
"National" coats have a style distinction in cut and fabric that is more convincing than any argument we could produce with the printers' ink. They have style and value stamped in every line, in every thread.

We ask your attention when our representative calls.

Send for samples of our Motor and Rain Coats for immediate delivery.

The National Rubber Co. of Canada

MONTREAL



Handsome fall suit of grey striped fancy velvet. The coat is 38 in. at the back, rounding up to a shorter length in front, and the method of treating the cut-away is new. The collar is of embroidered Bulgarian velvet in the softer tones, enriched with metal threads, and is convertible. The sleeve, hem and edge of the coat and the hem of the skirt have a narrow band of black fur. Shown by Ontario Cloak Co.

carried to the extreme. This effect is generally gotten by the use of a band into which the skirt is tucked or shirred. The waist line is still somewhat raised and narrow stitched belts or half belts form a very usual finish. Here and there a skirt is seen that is slashed just sufficiently to show the ankle. This is a pretty fashion that is by no means immodest.

Paris is featuring a draped effect in front, with the skirt plain and tight across the back, and which draws the skirt up, showing the feet in front.

Separate Coats Strong

Buyers strongly interested in the separate coat line — Fur fabric models shown first—Some call for full length models, particularly in the West—Fashion favors the 45 and 48 inch coat.

Manufacturers are anticipating a big separate coat season. This is a logical development, as the novelty suit will be high priced this season.

The majority of coats that were shown for the Western trade were 45 and 48 in. models, but many



Tall model cut on the new low belted lines. The belt is very wide and passes through a buckle effect made of the cloth. The cloth is a rough looped diagonal, and the collar is convertible. Shown by M. Pullan & Sons.

The New Daylight Home



OF THE

Independent Cloak Company

Proof of the immense popularity of INDEPENDENT SUITS AND COATS is evidenced in the necessity for the erection of this large, well equipped, well lighted building. The growth of Independent sales has been so pronounced that it warranted us exerting every power to accommodate it. With this new factory at our disposal we will be enabled to give even better service than before. Every improvement is inaugurated that will aid in the turning out of the highest class garments.

Our Fall range is ready for your inspection. Call when in the city and we will be delighted to show you through our new home.

NEW ADDRESS

579-581-583-585 Richmond St. West, Toronto

(Just east of Bathurst Street)

orders have been placed for the full length coat. This does not mean, however, that the shorter coat will not be the leader in the cities, and where the climate is not so severe, for the fashion tendency is all in favor of the straight line coat.

The first line to be completed is the fur fabric line. Seal plush is staple, and is shown made up both alone and in combination with other fabrics, such as Persian lamb, Astrachan or Civet cat. Astrachan and Persian lamb is very much favored.

The coney mole shows the reversed stripes that are so effectively used when the coat is of the real fur.



Blue messaline dress showing touches of Bulgarian silk in the vestee and girdle and the embroidered collar. The skirt is draped back and front. The sash is of messaline finished with a pleating of the same. The sleeves are long and have pleatings of lace at the cuffs, and there is a lace guimpe finished with a high collar. Shown by R. D. Fairbairn & Co.



Fall model of tan and brown zibeline, with throw-over collar and cuffs of velvet to match. Shown by Laurel Mfg. Co.

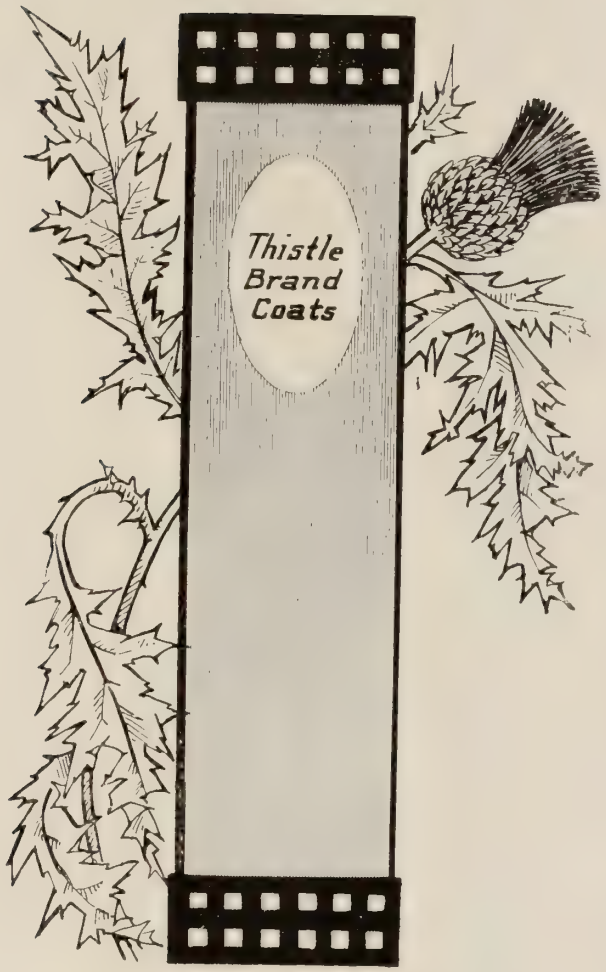
Fur models are closely followed and the 45 in. straight cut coat loose above and close fitting below the knee is the accepted model. Seal plush and coney plush are made with the shaped band or flounce, and the collars on these coats are larger and more important than those placed on coats in the regulation cloth line. Linings in high color are another new feature.

The coming Fall is to be another season of rough cloths and the cloth manufacturer has helped materially towards making the Fall season a coat success by placing in the hands of designers a number of highly attractive cloths. Astrachans and looped cloths are first in importance, but the high novelty

(Continued on page 114.)

The Fall and Winter Range of Cloaks and Tourist Coats

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"THISTLE"

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CLOAKS

and Tourist Coats

Designed by an Eminent New York Designer

Having secured the services of a competent designer, who for many years has been associated with one of the leading New York mantle houses, we are in a better position than ever before to offer the trade styles which will add materially to our already high standard.

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It's to your advantage to see our complete range. If you fail to see our traveller, write and we will forward some novelties prepaid.

The Scottish Rubber Company

316 NOTRE DAME ST. W. MONTREAL



All the new dresses are very much draped at present. This model shows new outline full about the knees and tight around the feet. The fuller blouse, the draped girdle and the light lace fichu are all new touches. The material is a lovely flowered satin.

"Culture" Garments

"Culture" Garments Designed by One of New York's Leading Italian Designers

Associated with the Italian School of Designing

As far back as records of art are concerned the people of Sunny Italy have led the world in artistic works—music, sculpture, painting, architecture and designing. The Italian School is recognized the world over as the authority in artistic designing of clothing. Its graduates are to-day holding the leading positions.

"Culture" Garments will, we believe, have the unique distinction of being the first in Canada to be designed by an Italian.

We have secured the services of Mr. D'Orazio, one of the foremost Italian designers of women's ready-to-wear garments in New York City. His work warrants us making the claim that "Culture" Garments will lead the Canadian trade in style, fit and finish for Fall.

We make women's and misses' suits, coats and dresses.

The Ontario Cloak Company, Limited

Designers and Makers

DARLING BUILDING, **TORONTO**

"Culture" Garments

Semi-Tailored Waist Styles

Dressy effect due to materials used —Lovely waists in shadow lace shown — Rich, soft colors with bright touches in trimmings favored — Corn-flower blue one of the new colors—The growing favor of Balkan models.

The best selling waists at present are made of voile and cotton crepe, and the big majority are made with the low neck and short sleeves. The styles are still semi-tailored, and hand-machine embroidery and lace are the accepted trimming. The outstanding feature of all these waists is transparency, and the waists now showing should be ideal for the hot Summer weather. Just a touch of color is a feature that is re-appearing again, and a little color in the embroidery or touches of colored voile and colored glass buttons are all very much used.

Waists made of Habutai silks in white and in plain colors and in striped effects are coming to the front. Some of these are plainly tailored, while others are embellished with touches of color in the shape of silk bows, collars and buttons. The yoke is the new feature, and both the front and back are either shirred or tucked into the yoke. The new blouses are decidely fuller and more bloused. The very high priced waist is of crepe de chine. Crepe de chine waists are made on semi-tailored lines and rhinestone buttons form the decidedly effective trimming.

The past few seasons have seen what may be termed a sprots blouse introduced each year. First came the Jack Tar Middy, and last year we had the Norfolk middy. This year, though, the first two are still in the field, the novelty in middys is the Balkan. Balkan middys have the smart long waist line and are fulled into a low belt. They have the new modified sailor collar in red, blue or white, with ties to match. Modified styles have the shorter blouse and a very deep belt at the waist. This latter style is very pretty developed in white Habutai with the collar, ties, cuffs and deep belt of striped. Jack Tar middys and Norfolk middys are also developed in Jap silks as well as in the ducks, drills and near linen fabrics.

For high grade waists, designers are working on a line for present and for early Fall selling that is wonderfully attractive. Crepe weaves are strong with crepe de chine and crepe chiffon as the most favored fabrics. Silk materials are freely used and brocades are in particular favor. Also since Paris declared in favor of taffetas, there has been a revival of interest in shots. Shadow lace waists are new and some lovely models are being prepared. Soft rich colors are used, brightened by piping and trimmings of bright colored and vari-colored silks and jeweled buttons. Embroidered collars and trimming motifs in Oriental patterns, but in more subdued colors are a new feature. Braids in Oriental tones and with touches of high color are beginning to be used.

Materials are often combined. For instance, the upper part of the waist and the sleeves will be of shadow lace veiled with chiffon and the lower part of plain or brocaded satin. Smart waists have a vest of flowered brocade and collar to match as well as touches on the sleeves.

The semi-tailored idea still rules, but owing to the choice of and the combining of materials, the new waists are brought into unison with the very fanciful suits that are now high style and which will be worn next Fall. Many yokes are used and often the yoke forms part of the dropped shoulder. The set-in sleeve is still good, but if the sleeve is full length, there is a tendency to make the shoulder line long. The kimona cut is back and there is a new form cut under the arm in a somewhat complicated fashion that gives a better fit and which does not draw so much when the arm is raised. Very narrow cuffs are used, part of which is of the trimming color. Rhinestone, jeweled and covered buttons are extensively used.

Maize, ciel, coral, cornflower blue, brass, champagne, taupe, nickel, golden tan and wisteria and navy as well are the leading colors.

Separate Coats Strong

(Continued from page 110)

comes in brocaded patterns. Mixtures show a conglomeration of shades in many shades of one color or in shades of two or more colors. This is in keeping with the prevailing taste for high colors. Curl cloths, boucle cloths and rough diagonals are mostly in two-tones with black on the surface and bright blue, red and golden tan as the best liked ground colors. Astrachans are good in plain cloths and in heather and granite mixtures and zibeline, and zibeline novelties are also featured. Grey always has a representative, but this season grey gives way to browns, tans and yellows and novelty shades in blue.

The coats are straight cut and many models show the low wide belt. As a rule this belt does not draw the waist in, for the cloths are too heavy to admit of such an arrangement. The band or flounce is another fashion favored. Collars are extremely practical and nearly all are convertible, either buttoning close up or opening with moderate revers. The throw-over neck finish is also good. Buttons match the cloths, but are hardly so prominent a feature as last Fall. Sleeves are cut with roomy arm holes, and there is a tendency to use Raglan shoulders and to kimona and low set in sleeves.

The cut of the new Fall coat is attractive and the beauty of the cloths used should make the saleswoman's task an easy one. There is enough change in the mode to be interesting, but no radical and freakish features to be explained and talked away.

Crescent Mfg. Co., Limited

Makers of Waists and Dresses

For the

"Canadian Lady"

Immediate Delivery

GRECIAN AND BULGARIAN LINGERIE WAISTS
EXQUISITE DESIGNS. POPULAR PRICES.

ALSO **TAILORED WAISTS**
WITH NEWEST COLLAR AND SLEEVE

Designed and Excuted by a Master-hand

Fall Waists and Dresses

IN SHADOW LACES, CRÊPE de NEIGE, NEWEST WEAVE SILKS AND CRÊPE CHIFFONS.

MANNISH TAILORED WAISTS UNEXCELLED IN MAKE AND ATTRACTIVENESS.

EXTENSIVE RANGE OF "VIYELLA'S" PIQUES, Etc., Etc.

MAKERS TO THE
"CANADIAN LADY"

CRESCENT MFG. COMPANY, Limited
MONTREAL

Dress at the Early Paris Race Meetings

Boleros numerous—Soutache trimming another novelty — Colors are very bright, and one vivid shade is combined with another — Hosiery is extreme—Cubist and Futurist embroideries, beaded snakes, patterns worked

Paris, May 5.

NOW THAT the Paris racing season has commenced the modes that are accepted, and the direction in which fashion is moving will be indicated by the growing displays at these events.

At Longchamps on April 7, at the opening race meet of the season, the most striking new feature was the number of costumes finished with a bolero coat. Many models were true boleros coming to the waist all round, but by far the greater number were cut off at the waist-line or just below the bust and were finished with a long peplum at the back.

Two models I am going to describe in detail, as they show quite a number of other new features. A Martial and Armand model of peau de soie in vanilla shade is the first. The coat comes just below the bust line. The peplum is cut away across the front, leaving a band about 3 inches wide into which the waist part is blouse in front, while at the side and back it is about 28 or 30 in. long. The collar just covers the shoulder and is of red velvet, and the V-shaped opening, the peplum, and the sleeves are trimmed with rows of red soutache braid, each row of which ends under a small rose pearl button. A wide girdle of the satin appears in vest fashion in front and the skirt wraps over in front, and is draped and decorated with a row of rose pearl buttons.

The second model is of Chaudron charmeuse. The plain narrow skirt has a tunic that drapes over in envelope fashion, and which is braided half way up with matching soutache braid. The bolero front of the coat simulates a vest with two little braided points. The sleeves are cut raglan fashion and are braided over the shoulder, and there are braided points on the cuffs. Both the neck and sleeves are finished with lace pleatings. This is a Premet model.



Model showing the coat cut away in front and long at the back. This model shows to what extent the dressy idea prevails in suits this year.

The races on April 14 were to be a big fashion event as the day was a lovely one. The use of very vivid colors was the big feature. The very brightest shades of red were seen everywhere and brilliant green was just as prominent. Blues were worn in many shades and biege, tilleul and copper were popular colors.

The sensation of the day was a Moyenage dress of blue serge with multi-colored embroidery and having a wide hip sash of black satin. A mannequin from Bernard's was wearing a green and mauve striped satin skirt with a jacket of rough cloth in bright green. A Cheruit model of geranium moire, sashed with black was new, and a bright sapphire blue chiffon coat with a sash of Oriental embroidery worn with a black charmeuse skirt attracted a good deal of attention. The hats worn were small and they were flower trimmed.

Decollete corsages are the rule and the latest finish is a fichu of pleated tulle. Parasols were square and each corner had a decoration of fruit.

The most worn fabrics were crepe, taffeta, satin, and the new surah suitings. Futurist printed silks were the new trimmings and were also used for tunics and vests.

But it is in hosiery that the most extreme and extravagant ideas come; for, working with the dressmakers, the manufacturers are making the most of the present fashions which expose a considerable length of stocking. Hosiery that is hand embroidered and lace trimmed is not new, but in addition of

Clayson GARMENTS TORONTO

The

Clayson Co.

Limited

Manufacturers of the popular Clayson Garments—women's, misses' and junior girl's dresses and skirts — all high-grade, well finished garments.

Clayson styles represent the cream of the New York creations backed by honest Canadian workmanship. They fit and hang well.

Our travellers are now showing the Fall models, which we are convinced will eclipse in sales any previous season's showing. See them.

280 College Street

TORONTO

"KAYBRO" PETTICOATS

STILL

Kaybro REG'D TRADE MARK

BUT

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The FORM FITTE CO.

LIMITED

WE herewith announce to the ready-to-wear trade of Canada that in future the firm of MACKAY BROTHERS, LIMITED, will be known, and carry on their usual business as **The Form Fitte Co., Limited.**

All their manufactured garments —petticoats, dresses, kimonas, etc., will bear the above trade mark, thus ensuring the retailer and consumer against infringements.

Write to-day for Fall samples. The new line is complete.

The FORM FITTE CO.

LIMITED

MANUFACTURERS OF KAYBRO GARMENTS

182 Spadina Ave., Toronto

"KAYBRO" DRESSES

Cubist and Futurist patterns make hand embroidery a decided novelty. Another new idea is a snake worked in iridescent green and blue beads with ruby eyes coiled around from ankle to knee. A very new idea but one suggesting ancient days is a stocking laced up each side of the leg with colored ribbons. Evening hosiery is embroidered with colored jewels mixed with rhinestones and there is no question about its beauty, but it is an extremely expensive fad.

The wearing of jeweled anklets is another extreme Parisian fad. Here again the snake idea is strong, and one of gold or silver with jeweled eyes is used. Judging from what one sees, scintillating trimmings are to be all the rage and rhinestones have come to stay for a while for trimming purposes.

Turning to materials, the Paris stores are showing a tremendous amount of novelty suitings in cotton. Smart women have taken up these suitings strongly for wear at Nice and Monte Carlo.

The season in the South is fully two months earlier than in Paris and new fashions that come to the front there always have a marked influence on Summer modes. First place must be given to cotton velour, eponges, velour brocades, and eponge stripes and dots on a crepe ground. Crepe ranks high and novelties show nub and boucle patterns. Printed crepes are quite a big thing and Bulgarian and Post-Impressionistic patterns are applied both to crepes and eponges. The cotton velour brocades come in many lovely new shades which while quite bright, are decidedly softer in tone than the colors now in the running. The leading new colors are mimosa, yellow, crevette, tilleul and vieux blue.

In the same colors comes an excellent imitation of uncut velvet. This material is really beautiful when two shades are used, the one as an under and the other as an over color.

Paris evidently intends to wear foulards, but the new printed silks are very different from any that have appeared before, for the designs are undergoing a revolution. Designers are taking inspiration from the new art movement and Post Impressionistic and Futurist patterns show the round unnatural roses and other flowers.

Paul Poiret is closely connected with this new art movement and has done more to revolutionize designing than has been accomplished for a long period and his name must be linked for all time with the patterns produced by this new school.

These designs were first produced for the house-furnishing establishment owned and supervised by Paul Poiret, and given the name of "Martine," after that borne by his little seven-year-old daughter.

Draperies and silks woven after Paul Poiret's own designs gave the public the first glimpse of the new art movement, and introduced the patterns now prominent in the world of dress.

From the first, the gowns produced at Paul Poiret's establishment have been a total departure from the accepted not only in form, but in color combinations. It was here that the green dress with a purple sash was first seen, or the red coat lined with bright blue. It is to the same source we owe the simple line dresses with just a touch of vivid color added by means of the flower at the waist, or by the use of fancy braid or pipings.



Fall suits are all developed in dressy models. This velvet suit is an advance style. It is cut away to the waist line in front, and is cut to a deep point at the back. The skirt is narrow and slightly draped, and is longer than last year's models.

Paris has apparently at last taken seriously to this new color scheme, and such combinations as a suit of emerald green with a hat of burnet orange, or a mantle of black lined with a silk showing stripes of vermilion, purple, emerald, king's blue and yellow. are seen.



Raise Your Child's Dress Department to the Home and Watts Standard

Your children's dress department can be made one of the best paying sections in your store. It may be now, but you know the old saying "The largest room in the world is the room for improvement."

The Home and Watts' standard is the highest and its influence on hundreds of children's departments in Canada has been most apparent. It has elevated the child's dress trade everywhere.

Whether you are satisfied or not you will find the Home and Watts' "little costumes" most interesting. The range is comprehensive—the values are without an equal.

We also make a complete line of bathing requisites—suits and caps. Send to-day for samples.

HOME & WATTS, LIMITED

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Have You Seen the "FAIRSEX" Line for Fall, 1913—Infants', Misses' and Children's Coats

or have our travellers made appointments with you? If not, drop us a card and we will instruct them to call on you.

We will be pleased to show you through our range if you call when in the city. For the past quarter century we have followed closely the tendencies of our business and have found that in nine cases out of every ten, every order is the forerunner of repeats.

This feature having attended the sales of the famous Fairsex Children's Coats is very good proof of the satisfaction that these garments must give.

Place your order now for your children's coat stock and ensure your getting early delivery.

HUTNER CLOAK CO.

Specialists in Infants', Misses' and Children's Coats

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The **"QUALITY"** *Brand*

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1006—Leader Raglan
$7.50
Double texture Paramatta, in fawn, brown and reseda.

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$5.50
Single texture Paramatta, in fawn and reseda.

All styles for men, women and children

two of which are shown above. "Quality" Brand Waterproofs bear the mark of quality in fit, style, and make. They give both customer and merchant absolute satisfaction.

Samples Sent Prepaid on Request.

Toronto Waterproof Mfg. Company

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TORONTO

The Straight Line Figure

Straight line styles are sensible and have come to stay—So says Jacques Worth in an interview in New York—Explains why this is the case.

Jacques Worth has been saying some interesting things about dress during his recent visit to New York which, coming from such a great authority, is very illuminative. In an interview given to the New York American, M. Worth says that the mechanical progress of the age has standardized fashion. Every woman of means is using an automobile and, therefore, a return to the crinoline or any other pompous from of dress is impossible.



Suit showing skirt of plaid and coat of plain cloth.

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MEYER NOVELTY WAISTS

We are now designing our range for the Fall and Winter Season of 1913. We will have same ready for showing about June 15th. Don't anticipate all your wants until you LOOK US OVER.

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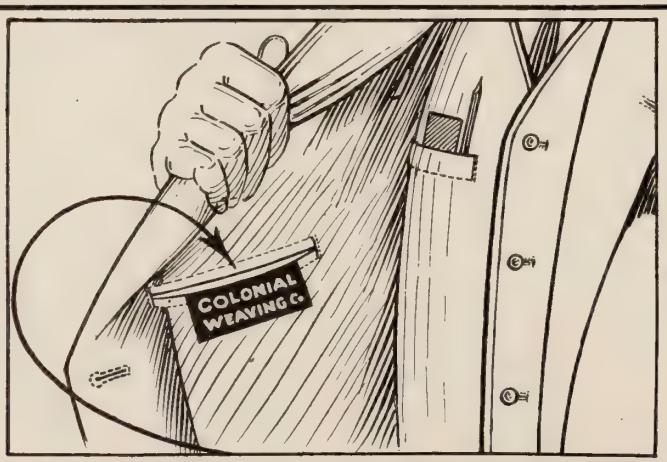
Meyer Manufacturing Co.
DESIGNERS and MAKERS of WAISTS
King and Spadina, Toronto

M. Worth is quoted as believing that the present style of dress, the straight slim style, with the narrow skirt, and without unnecessary frills and adornments will remain in fashion permanently. "Of course, there will be changes from time to time, and original creations will come to the front, but the general outline will remain fundamentally the same."

For the last five or six years there has been no radical change from this one general form and M. Worth believes that we have at last reached a type of dress that is really sensible. At any rate, it is the most sensible style yet worn. There is yet plenty of room for improvement and the present style has been made the excuse for many ugly things. For instance, a woman with a straight up and down figure is hardly beautiful and no man admires this extreme.

Possibly the future may see the curves of the figure more accentuated, but it is extremely improbable that women will ever go back to bustles, great bulging busts, big hips and other abnormal fashions.

"Similarly, I believe that the present physical fashion in figures will be practically permanent. The slim straight figure is the figure of the active healthy woman, and sport has combined with mechanical progress to make this so. The woman who walks briskly, plays golf or follows any other outdoor sport cannot carry any great burden of flesh.



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Your best ad. is a satisfied customer. How are your satisfied customers to remember you if you fail to label your goods? A label in satisfactory goods will identify you with them and promote your advertising.

Try it—write for samples.

Colonial Weaving Co., Ltd.
PETERBOROUGH, ONT.

Warm Weather Will Bring Big Dress Business

Given seasonable weather the Summer trade will be large—Styles vary from simple outing dresses to elaborate models for afternoon tea and informal dances.

ALL DEPENDS upon the weather: That seems to be the universal opinion of the manufacturers respecting the summer business. Given a regulation sunny and warm Summer a big business is sure to develop. Just now both the merchant and the manufacturer are feeling the effects of the cold Summer experienced last year. The merchant did not sell typical sheer Summer dresses, nor did the manufacturer part with his stock of laces and light weight materials. Given a few weeks of fine warm weather, things will right themselves and both the merchant and the manufacturer will be in the midst of a big selling season.

Just a few simple Summer dresses no longer serve the purposes of the Canadian woman. Dresses must be purchased that are suitable for outing wear and for Summer sports. For this purpose there are any number of smart simple dresses made in cotton ratines, and other cotton suitings that will stand hard usage and which will not crush. Many smart linen dresses are shown. These dresses have pipings of high color or of printed cretonne in Balkan patterns and colors and some have as a neck finish a collar embroidered in high colors or in Bulgarian patterns.

For afternoon tea, for the lawn or verandah of the summer hotel or cottage and for the informal evening dance exquisite dresses of embroidered cotton voile and crepe are showing. Though white is very much en evidence as it always is during the Canadian Summer, soft colors such as corn-color, apricot, Saxe blue and shrimp pink are very much shown. Girdles and sashes are on every gown and the high touch of color is worked in here. Bright cerise, vivid blues and printed futurist and Pompadour silks are all used. The waist is very simple, the sleeves are elbow length and the neck is cut low. The waist line is about normal and long, slightly draped overskirts richly embroidered are the rule.

It is perfectly safe to predict that many of the messaline, crepe de chine, crepe meteor, brocaded satin moire dresses that are being made up for Fall will be called for for immediate delivery. The new features are the collarless neck made so that a guimpe can be worn with it if desired. The vestee of some bright colored patterned silk and girdle to match also the sash at the side or at the back. Skirts are narrow and show simple drapery and the majority of the sleeves are ¾ length, though for Fall the proportion promises to be reversed.

Coat dresses of embroidered voile, showing a Russian blouse or cut away effect forming the waist in moire or fancy silk are very much favored. Moire is coming to the front rapidly and will be more en evidence as the season advances. Pretty blouse coats in Russian green, mustard, navy, and nickel grey show the turned-down collar in velvet and a narrow cuff of the same on the sleeves. There is a crushed girdle of black satin with a flat bow finish at the side or back. The cut is kimona, though the sleeves are set in with a cord. Buttons to match decorate the front of the embroidery skirt and often there is a hem of the moire.

Simple tailored dresses are showing in Bedford cord, poplin serge and panama. Bulgarian trimmings are used on the darker colors, but the lighter colors have pipings of color and the collar and cuff of lace. Vests and slight drapery are the newer features.

Mid-Season Coat Novelties

Knee-length coats in novelty silks including moires — Smart auto coats in Burberry models—Linen coats asked for.

Buyers are coming into the market for coats suitable for summer wear. Many of the novelty coats now showing are shorter than 45 in. and are developed in matelasses, cord silks, failles and last but not least moires. Though the black coat lined with high colored messalines or messalines printed in Bulgarian patterns are good, many models are developed in Copenhagen, navy, mustard, taupe and nickel grey. Fancy embroidered collars in Bulgarian patterns or of Bulgarian and Futurist silks are much used, though here and there a lace collar is seen. Many of these coats are draped.

Ratine coats in both wool and cotton are being made up for the warm weather, and some of them are in the high priced brocaded cloths.

Linen coats are featured for touring and for auto wear. The smartest models come in exact imitation of a Burberry coat with or without the Raglan shoulders. The collars are convertible and the buttons are covered with the material. A new linen in crepe weave is a pronounced success in these chic smart coats. The sleeves finish with a strap and buttons, so that they can be buttoned close to exclude the dust.

Linen coats in Saxe, mauve, blue, tan, white and natural are cut exactly like the cloth models.

"PREPARE FOR A RAINY DAY"

"STORM-RESISTA" (Registered) WATERPROOFS

for Men, Women and Children

The style embodied in "Storm-Resista" Waterproofs helps to make the values doubly attractive and promotes satisfactory sales.

A large stock always on hand for immediate requirements, and "rush orders" will receive our prompt attention.

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TRADE Feick MARK

The Charm of Exclusiveness is an important quality in the Feick Dresses

Even in the house dress women love exclusiveness. Feick designers aim at this quality in producing their models with the result that our house dresses have a country wide reputation. They are popular with the particular women.

In presenting to you the Fall range we do so with the assurance that you will appreciate Feick exclusiveness and values. Let us show you through our showing for Fall and for present delivery.

THE FEICK
MANUFACTURING CO.
BERLIN -:- ONTARIO

Trend in Children's, Misses and Junior Dresses

The serge dress strong in the fall line —A bigger variety of color selling— Balkan dresses the mid-season novelty —The camp-fire dress smart and practical for outing wear.

NO MATERIAL yet put on the market ever successfully rivals serge for children's and misses' wear, and just as serge is the supreme fabric, so is navy always the leading color. With color playing such an important part, navy does not fill the field alone, and novelty blues, such as Copenhagen, Delft and Persian, tans, browns and red shades and grey are all selling. Often the touch of bright color is given by the trimmings, collars and pipings of bright red Royal blue and yellow tan. A new feature is the use of novelty braids, showing mixed colors in Bulgarian effect or a touch of high color introduced. Braids that show spaces and holes and which are intended to be placed over folds and strappings of colored silk are very desirable, as a varied number of pretty effects can be produced in this manner. Covered generally with the centre of the trimming fabric, and the edge formed of a rim of celluloid are good. Crystal buttons are also extensively used.

Serge, as it always is, is the leading material. Serges are high priced and, when this happens, panama always comes to the fore. This season fancy tweeds and mixtures are being extensively used for popular priced dresses.

Velveteens both plain and corded are included in the junior and the misses' lines. Models come in Copenhagen and other blues and in tans. Some dresses show tan and blue combined. All dresses are cut on straight lines and when the dress is in blouse effect there is an inclination to place the belt low down, giving a long waisted appearance.

The introduction of the junior line as a supplement to misses' has afforded satisfaction all around, as it takes care of the girl who is smaller than her age, both as far as fit and suitability are concerned. The prominence of blouse dresses has resulted in the putting out of fewer real sailor dresses. Many of the dresses have the general appearance, but few have the real sailor collar.

A smart little dress of this kind laces up the front, but has small reveres decorated with red braid instead of the sailor collar.

By far the larger number of dresses have the blouse and peplum and are completed with skirts either box-pleated in front and pleated all around, or so arranged that the pleats come only at the front or sides. In the misses' line the skirts are cut on straighter lines and fewer pleats are used.

For mid-summer wear the Balkan blouse shows some promise of coming to the front to take the place occupied two summers ago by the middy, and last year by the Norfolk middy. Some very attractive models show the blouse developed in white duck or drill and with the collar, cuffs, belt and pleated skirt of navy or cadet blue.

Junior dresses are also made in Balkan in piques, Bedford cords and various cotton suitings, with the collar, cuffs and belt formed of cotton, satin or the new Bulgarian cretonnes.

Extremely practical for outing wear is the new camp-fire dress. This dress is made of the regulation khaki cloth and, therefore, will give endless wear and will show neither dust nor dirt, and may be soaked through with impunity. It is patterned exactly from the dress adopted by the girl scouts and is one piece and so cut that, while the skirt is wide enough for comfort, there is no unfashionable fullness. The collar is on sailor lines, and is finished with a tie of cotton satin that is perfectly fast color, and which can be washed with the dress. There are the regulation buckles at the waist and patch pockets on the hips are a convenience that complete a dress that is both useful and smart.



Junior dress of tan cord velvet with vest, collar and cuffs of Delft blue. Shown by Home & Watts.

Possibilities for Tailored-to-Measure Business

A discussion of an important problem now facing the trade—Would it prove a connecting link between dressmaking and ready-to-wear departments?—The problem viewed from various standpoints.

SPECIAL, "tailored to measure" or "designed to order" garments for women constitute a future development. The system will be the solution of the "special order" business through the ready to wear department. It will be the combination of man tailoring and ready-to-wear merchandising in personally selected styles or of seasonable designing. Merchants will protect their special order business, as a separate department with adequate prices and profits.

Every merchant knows there are several customers to whom the advantages of ready-to-wear do not apply. The services of the dressmaking department do not cater to a class of people who buy or would like to buy garments on a par with those in the ready-to-wear stock. These people are willing to pay more for clothing to special measurement and choice. The percentage of the store's customers who are not stock size, varies. Although ready-to-wear covers the field to a great extent, no one system can hope to meet all the requirements. The stock necessary is sometimes larger than a smaller merchant can afford or localities warrant.

From the ready-to-wear standpoint, the investment in higher class garments is lessened. The exceeding growth of ready-to-wear manufacture has shown that special order business is not profitable on a 10 per cent. basis. The amount of general and repeat business is enough to keep factories busy and special orders are, therefore, discouraged. People cannot see why they should pay more for the same garment in another size. They do not understand the conditions at the factory.

Special orders always come at the rush of the regular season and deliveries are retarded and often more late. Every season there is a run in some feature. Merchants find their profits reduced because they cannot get stock at the time. It is a case of earlier buying or suffering the consequence in the form of delays at the height of the season. Success both in leading numbers and sales always follows later style novelties. Buyers have experienced the result time and again. Best sellers are always in the selections which are confirmed by indications of demand. The congestion at the season climax is unsatisfactory to both manufacturer and retailer. Manufacturers are simply handicapped by the remarkable growth. They can make more money by keeping machines on regular work.

Retailers feel that their services are not as satisfactory as they might be but are unwilling to increase their investment at placing except as a natural growth in business. Sales are not protected sufficiently on the scarce or preferred styles of the season simply because the best sellers cannot be had for repeats. The merchandising plan, therefore, develops on other lines.

FROM DRESS GOODS STANDPOINT.

The attitude of the dress goods section is favorable. The proposition of an extra competitive service against the ready-to-wear section appeals to dress goods men. Any material in stock suitable for tailored garments can be estimated on and thus the special measurement plan is another avenue toward increased turnover. Suggested styles suitable for materials are shown as samples to assist sales of stock. Any garment in the ready-to-wear section can be copied in stock fabrics, allowing a chance for better profits in estimating prices. A profit on the goods for the department and a profit on the completed garment is possible. Slow selling materials can be worked up into passable styles.

Sales of materials are easier because the dress goods salesman can talk intelligently about styles, proposed garments, trimmings and details. Advance models comprise the features of advance styles to which the materials are adapted. Seasonable differences in the fabrics on the shelf in ready-to-wear or their source are met. Materials sold from stock erduce the amount of stock required. This depends on the policy of the buyers. The whole is toward an exclusive showing with minimum investment.

Perhaps the most important of all is the direct connection between the dress goods and ready-to-wear sections to overcome the loss of sales. The former depends on the latter to clean up the season's fashion models. In a measure, the ready-to-wear section solves the problem of "tone" models. Introductory showings comprise the novelties of the special order department and lessens the reduction. Style models serve a two-fold purpose.

Scarcity of help is always a problem in the three manufacturing departments, especially the dressmaking section. Most merchants, who have an efficient modiste have all the work their staff can turn out with any degree of service. Dressmaking departments specialize on finer work and costuming because of better profits. Man-tailoring is neglected or left to those who specialize on that work. This has been seen to a greater extent each season in the competition and success of ready-to-wear garments.

GARMENT SECTION FORMED IN MONTREAL

THERE IS now in process of formation in Montreal what will be known as The Ladies' Garment Section of the Canadian Manufacturer's Association. Several preliminary meetings have been held at which various phases of the organization have been discussed, though the details have not yet been worked out.

It has been felt for sometime that such an organization was needed in Montreal, where the garment industry is making such rapid strides. There are now some sixty or seventy manufacturers of ladies' garments in Montreal, and this organization will afford an opportunity for them to get together, to know one another and to discuss matters of a common interest.

Among other features, the Montreal association proposes to inaugurate style exhibitions twice a year, similar to the exhibitions held by the National Cloak, Suit and Skirt Manufacturers' Association in the United States. It is anticipated that these gatherings will assist in developing the growing trend for Canadian adaptation of Parisian and New York styles. It is intended to secure permanent quarters and to hold regular meetings monthly. The usual helpful features for the members, such as credit bureau, etc., will be provided.

The officers chosen are:—A. Sommer, of A. Sommer & Co., Limited, president; A. L. Gittleson, of the National Skirt Manufacturing Co., vice-president, and acting secretary; Allan J. Hart, of the Hart Manufacturing Co., honorary treasurer; P. Glickman, of the National Rubber Co., Ltd.; M. Felsen, of the Felsen-Brennan Co.; H. Schloman, of the Eclipse Cloak Co., and L. B. Fainer, of the Montreal Skirt & Cloak Manufacturing Co., directors.

President Sommer attended the big convention at Toledo, Ohio, this month, and it is probable that another meeting will be called shortly after his return to Montreal to discuss further details of the organization.

The co-operation between the dress goods and dressmaking departments is not always as pleasant as it might be. Modistes can only give dress goods men a restricted insight into their designs. Any other method would eliminate the exclusiveness of their designing. While personal assistance in suggesting styles at the time of sale is feasible, dress goods men are responsible for their sales. Usually dressmakers are busy enough looking after their own staffs and their work. A growing dressmaking department may confine its operations to goods brought in the store, as a help, if the dress goods section insists on the protection.

Each customer to the dressmaking department must be given individuality in style. The dressmaking department is independent of the dress goods salesman if need be. There is no competition after a general price designated by the high price in the ready-to-wear section. This is true, both in departmental or smaller stores.

Customers often prefer garments seen in the ready-to-wear section and want similar styles made to order. However, the price quoted in the dressmaking section quickly vetoes the possibility of a sale in either department. There is no recourse. Very often the store facilities do not assure a sale because the material does not justify the charges for tailoring. Cheaper dressmakers are filled up with orders and work just as the dressmaking section is. This condition always happens at the season of greatest demand and a lot of business is lost.

Special order tailoring systems are designed to combine the sales features of all three departments in order to hold the customers' interest. The new department and its evolution is the connecting link.

(Another article on this important topic will appear in an early issue.)

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

AGENT FOR A. NAEF & CO.

E. W. Unwin, McKinnon Building, Toronto, has been appointed sole agent for the Dominion of Canada for A. Naef & Co., Flawil, near St. Gall, Switzerland, noted for their wonderful lines of fine embroideries and high-class embroidered novelties. The house in question have previously done their Canadian business through their New York house, which carries the title Naef Brothers. Their goods, as a result, are well-known in Canada. The goods of this firm are absolutely unique in the beauty and originality of their designs.

"ROOSTER BRAND."

Robert C. Wilkins Company, Limited, Farnham, Que., have appointed Mr. Arthur A. Gamble their agent for Ottawa City and all towns in Eastern Ontario. Mr. Gamble has permanent sample rooms at 62 Bank Street, Ottawa, where a full line of samples of "Rooster Brand" goods may be seen.

HAVE NEW DESIGNER.

The Crescent Manufacturing Co., Ltd., Montreal, have engaged the services of one of the cleverest designers in the City of New York, for their dress and waist factory. The new designer entered upon her duties the first of the year. She is both a designer and producer, having supervision of the entire making of the garments. She makes monthly trips to New York to get the latest fashion hints, and it will be apparent to buyers, who look over their fall range, that they have the most attractive collection of models they have ever shown to the trade. In addition to the fall range, they are showing some unusually interesting novelties for summer selling.

Buyers' Guide

FOUNTAIN AIR BRUSH
Model A Price $20.00
The Standard Air Brush of the World
Show-Card Writers and Window-Trimmers cannot afford to be without one.
Send for Catalogue C-79.
Thayer & Chandler, Chicago

ONE inch space in this Department will cost you $25 for 12 insertions.

TOYS
of the below-named type are the manufacture of
Bing Bros., Nuremburg
SEE THEM AT
381 FOURTH AVENUE
New York.
The Bing's Miniature Railway System
Mechanical as well as Electrical Iron Engines
Stations, Signals and Lamps
Patent Walking Animals
Plush and Felt Toys—Mechanical Boats
Automobiles—Steam Engines
Attachments—Enamel Kitchen & Dinner Sets
Enamel Tea & Coffee Sets—Wash Sets
Moving Picture Machines—Post Card Projectors
Magic Lanterns.

BROCK & PATERSON
LIMITED
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

Condensed Advertisements

ORDERS WANTED

WANTED—ORDERS FOR FINEST HAND-made Irish crochet laces, insertions, picot-edges, beadings, motifs, collars, yokes, d'oyleys, etc. M. Hughes, Scotch Street Bridge, Armagh, Ireland.

MISCELLANEOUS

COMPETENT STENOGRAPHERS IN search of position register at our Free Employment Department. We have a number of applications on file. Call up Remington Typewriter Co., Ltd., when in need of an operator. 144 Bay St., Toronto.

AGENCIES WANTED

ENGLISH FIRM OF MANUFACTURERS OF Hair, Hair Goods, Hair Nets, as used by high-class hair-dressers and stores, desire to arrange a Canadian agency on commission with established sound house who has a good connection in the trade for Toronto, Montreal and district. Arrangement for stock to be kept in Canada would be made. For further particulars, write to Box 97, Dry Goods Review, 88 Fleet street, London, England.

FOR SALE

NICE CLEAN STOCK OF DRY GOODS. About five thousand dollars in good town in Alberta. Good business to be done. Good reasons for selling. Address Box 2, Dry Goods Review.

PATENT NOTICE

ANYONE DESIRING TO OBTAIN THE INvention covered by Canadian Patent No. 132,-648, granted on April 25th, 1911, to John R. Jones, assignor to Jones Bros. Garment Co., for Sleeping Garments, may do so upon application to the undersigned, who are prepared to supply all reasonable demands on the part of the public for the invention, and from whom full information may be obtained. Fetherstonhaugh & Co., 53 Queen St., Ottawa, Canada. Russel S. Smart, resident.

AGENCY WANTED

ADVERTISER NOW IN CANADA WHO IS about to establish an Agency in London, England, would like to hear from firms requiring representatives on that side. Apply Box 4, Dry Goods Review.

Garments Displayed at the Style Show

(Continued from page 102)

were all the same and that was in the cutting away of the front of the coat. Blouse models belted high, and belted at the normal waist line or belted low in Balkan style. One or two showed the disposition to hang in godets that is seen in some of the later Paris models. Belts, girdles and sashes are a feature in the majority of the new models. Little motifs and touches in Oriental coloring are much used.

All the new skirts are narrow towards the feet, and the majority show more or less draping. Many models are gathered into a band across the back. The new skirt is in two pieces and the drapery is confined to the front and sides, leaving the back plain and giving an odd back to front impression. The waist line is high and often belted either all round or just across the back and the fullness is either gathered or put in in pleats.

Several suits of high colored broadcloth in such shades as nell rose, mustard, Persian blue and terra-cotta were shown.

Several dresses were shown. These were developed in wool crepe, rep or broadcloth and the colors were very bright. One was of shrimp pink crepe combined with tilleul green.

After the style show President Hooland gave a short address on the subject of American styles for American women. He remarked that the American women were the best dressed women in the world. This was due to the excellence of the tailored garment. America was a young nation, he said, and had become accustomed to taking her fashions of liv-

COLORS:

Blues—Persian in light and dark shades, navy, grey blue, duck.
Brown—Nut brown, golden brown, tan, mustard gold.
Grey—Taupe, nickel.
Reds — Nell rose, terra-cotta, mahogany, wine, coral.
Two-color combinations strong —Black and blue, black and tan, black and gold. Black and rose, seal brown and tan, seal brown and gold, brown and grey, brown and Nell rose, taupe and Persian, taupe and gold, taupe and Nell rose.

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ing from abroad. American styles were best suited to the American women and he believed the time had come when the American manufacturer should get credit for the creations he produced.

The Passing View

Some people say they want only the best; but just follow them around a while and see what they pick out.

* * *

Manufacturers cannot hope to get retailers interested in their products by compulsion. Efforts made to build up a demand from the consumer without appealing to the retailer direct, savors of compulsion.

* * *

The merchant who keeps his collections up to the mark every day in the week and every week in the year will never find them particularly slow.

* * *

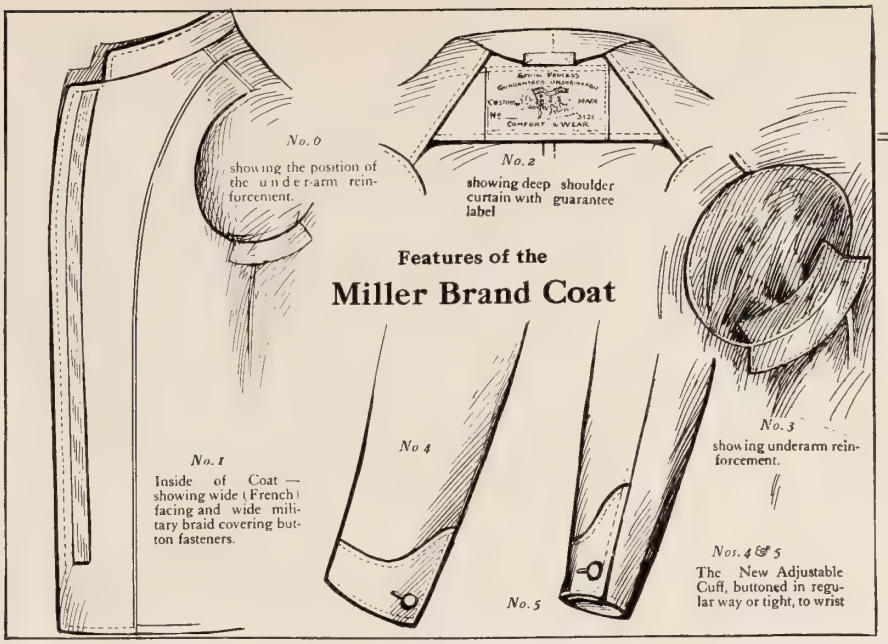
Jacques Worth predicts the permanency of present day styles in feminine attire. There are a few features of present day styles which one would not like to see adopted for all time to come.

Everybody is welcome to attend the 2nd Annual Convention of the Canadian Window Trimmers. Join now. Convention dates, 11, 12 and 13th August.

The Cloth on the Cover

The Review is indebted to the Ontario Cloak Co. for the loan of the fabric that forms part of the cover design. It is one of the most fashionable of the cloak materials for the coming fall season. It is a civil or Astrachan cloth and is in two colors, the curl being black and the ground color orange.

$18 Dozen



Sell at $2

Guaranteed Unshrinkable Shape-retaining Duck Coats

This is one of the most unusual (yet the most welcome) surprises that has ever been sprung on the Duck Clothing trade. Any merchant who has handled duck goods will appreciate what this announcement means.

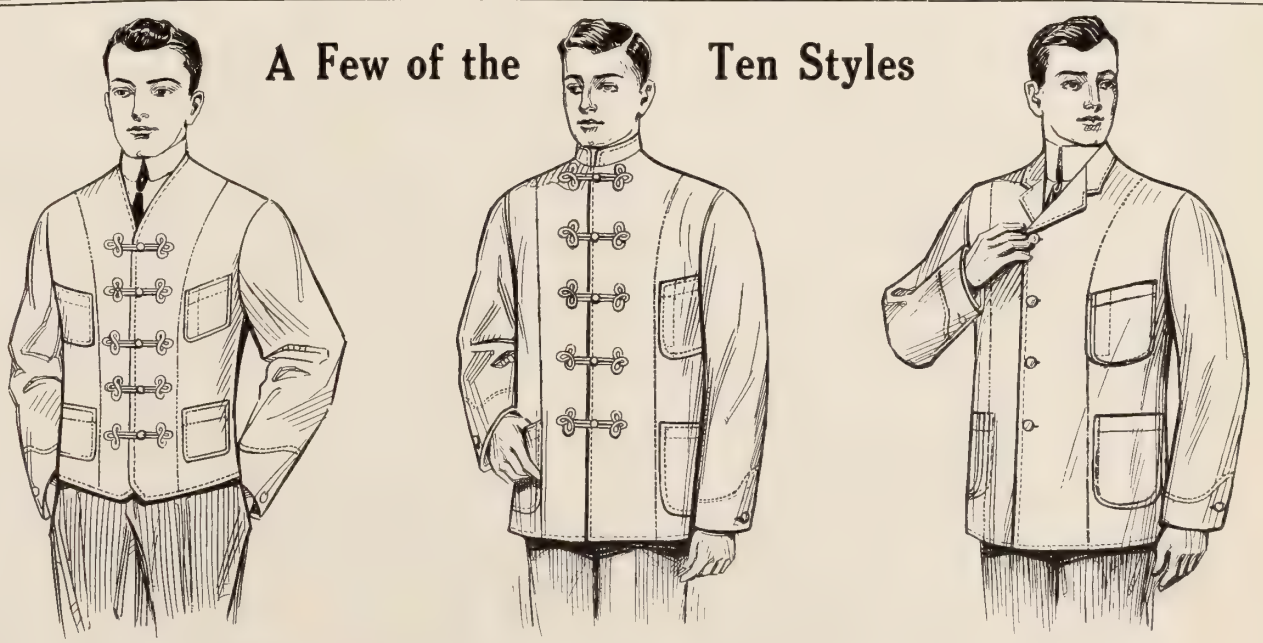
To achieve this great success, we first bought the best quality duck, made of South Sea Island triple strand selected cotton, which was warranted unshrinkable by the mill. To absolutely insure this, we put this duck through our special process, which further shrank it ¾ in. to the yard, taking out the last vestige of shrinkage. Now we offer ten different styles of coats and a special line of trousers made of this duck, the former embodying the exclusive features shown above. Each garment is absolutely guaranteed unshrinkable, elegantly made and finished, and is in a class by itself.

None like it in fit. **None Better in Material.** **None so well finished.**

One price to all, and retailed everywhere at the same price.

WRITE NOW FOR THE AGENCY.

A Few of the Ten Styles



The Miller Manufacturing Company, Limited

251-3 Mutual Street -:- -:- -:- Toronto, Ontario

The Value of a Name

Kleinert's

That name means quality and satisfaction to every woman who buys dress shields.

To the retailer the sale of a Kleinert's Dress Shield means protection to his own good name and his guarantee, a satisfactory profit and prompt deliveries.

Kleinert's line covers all the good *kinds* of dress shields—

The Gem

Pure rubber, double nainsook covering. The best dress shield made.

The Featherweight

Fine nainsook, rubber coated. The lightest, whitest of dress shields.

The Olympia

Like Featherweight, extra inside nainsook cover. Can be sent to the laundry in the garment without injury.

The Juno

The best **no rubber** shield.

It is not only a *fine* thing to sell only quality merchandise. It is the progressively profitable policy.

Kleinert's Dress Shields Chart is a big selling help. Free to dealers for the asking. Ask for it.

I. B. Kleinert Rubber Co.
Toronto, Canada

Dry Goods Review

Published Semi-Monthly

VOL. XXV. MAY 21, 1913 No. 10



WE WANT A MAN
Do You Measure Up?

¶ "The Review" is anxious to secure, for the Editorial Department, a practical dry goods man who understands the business both from the selling and buying end, and has had experience in the management and advertising of a retail dry goods establishment. Experience in men's wear is also desirable. We have a good opening for the right man and the position offers splendid prospects.

¶ None but an A1 man will be considered, as "The Review" has a reputation for authentic and authoritative information which must be maintained. If you are the man, write today, addressed to the Editor, stating your qualifications, age, experience, and salary expected.

DRY GOODS REVIEW

Publication Office: 143-149 University Ave., Toronto.

DRY GOODS REVIEW

The Recognized Authority on the Canadian Dry Goods Trade

Vol. XXV. TORONTO, MAY 21, 1913 No. 10

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A complete report of the Convention at Regina, when a new Association was formed—Discussion on many vital points.

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The Evolution of Dress Shown in Miniature

A description of a series of dolls dressed to portray historical fashions—An interesting study.

Extending Store for Housefurnishings Department

L. N. Poulin, Limited, Ottawa, are making addition to take care of a rapidly growing department of the business.

Co-operation Between Departments Necessary

An article on the need for close co-operation between the dress goods and dressmaking sections—The system of one firm described.

Paris Featuring Post-Impressionistic Flowers

An article dealing with an important trend in millinery.

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* -:- H. T. HUNTER, *General Manager*

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GREAT BRITAIN—London, Eng., E. J. Dodd, European Manager, 88 Fleet St., E.C., Telephone Central 12960.

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A view of the ready-to-wear department on the second floor.

Anniversary Sale Conducted Most

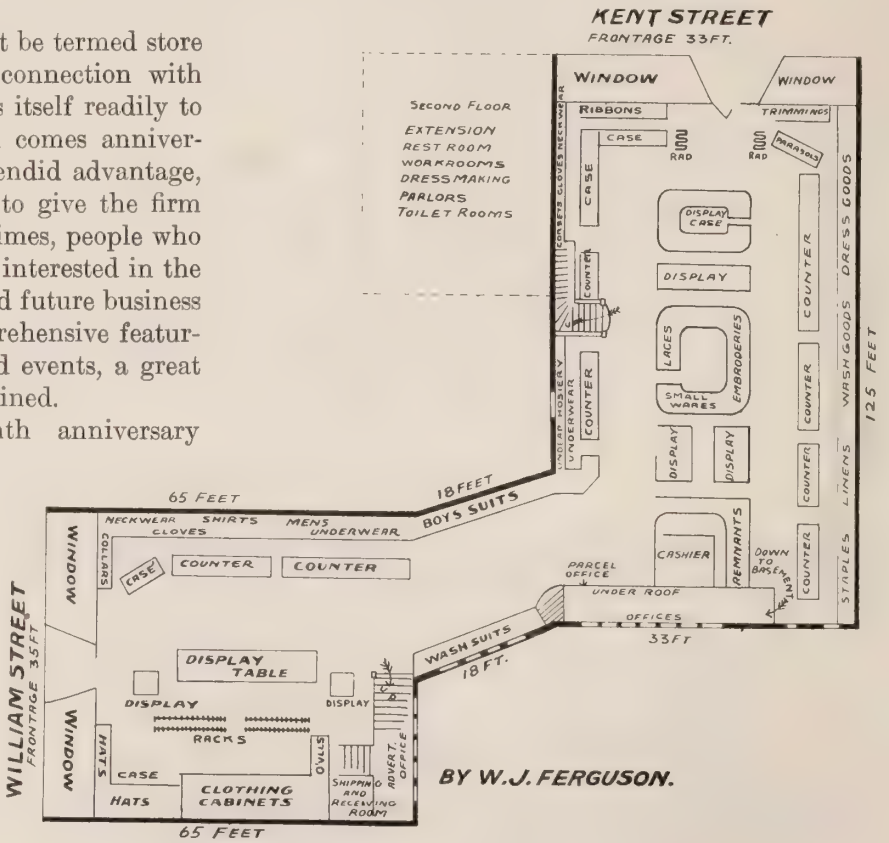
J. Sutcliffe & Sons, Lindsay, cele holding big sale—Business has inception—Layout now in L sha —Event was aggressively adver Sale proved most successful in

THAT IT pays to advertise is now accepted in its broad sense by everyone, no matter how dubious or frankly skeptical they may have been at one time or another. The acceptance of the value of advertising has become universal. There are some phases of advertising, however, which are not yet fully understood or which, at any rate, are not generally exploited.

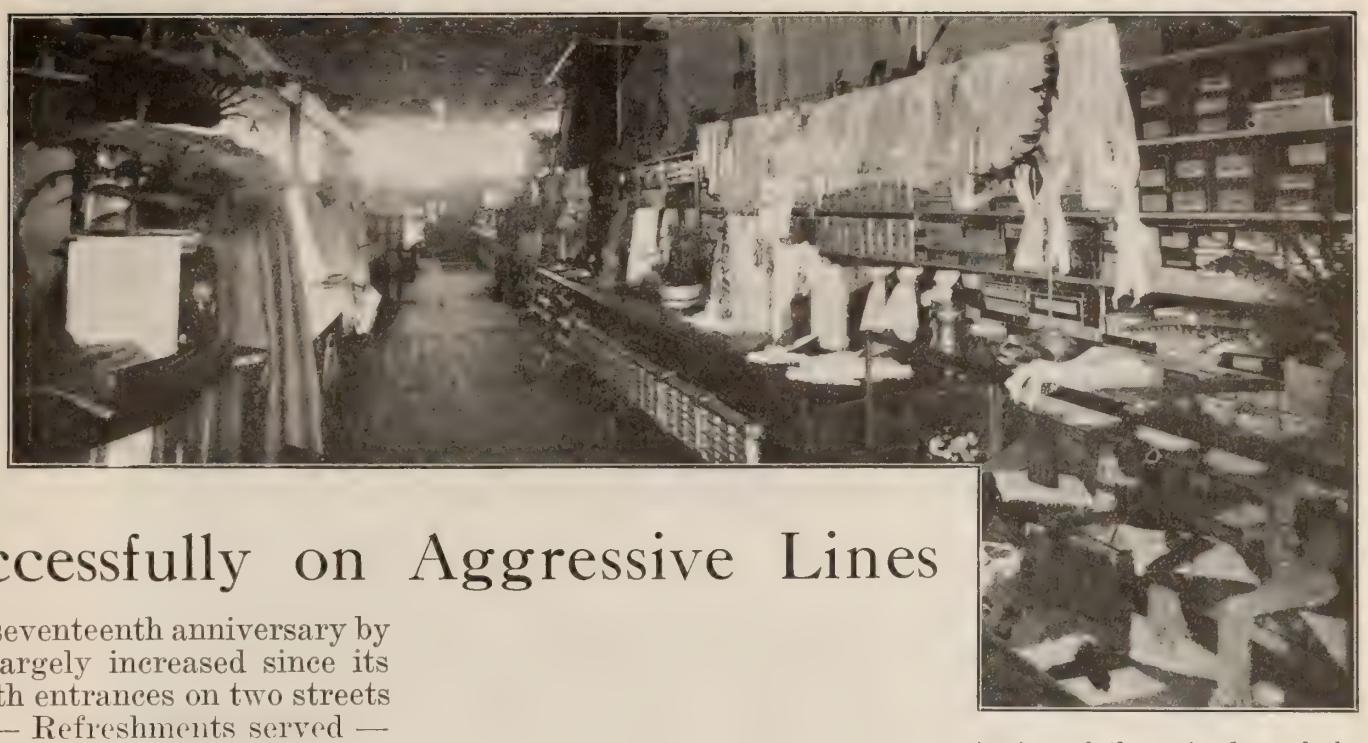
For instance, there is what might be termed store publicity, featuring something in connection with the firm or the business which lends itself readily to advertising ends. Under this head comes anniversary sales, which can be used to splendid advantage, not only to increase sales, but also to give the firm much valuable publicity. At such times, people who are not ordinarily customers, can be interested in the store sufficiently to pay it a visit—and future business is certain to result. From the comprehensive featuring of store anniversaries or kindred events, a great deal of valuable publicity can be gained.

Such an event was the seventeenth anniversary sale recently celebrated by J. Sutcliffe and Sons of Lindsay, Ontario. It was carried out on a broad scale, with offerings of large stocks at most exceptional values serving as the main feature. Many social features were added to attract the public. The event was advertised extensively and strikingly.

The sale used largely for the purpose of impressing on the public the great growth which the business had experienced in seventeen years, with all that such a growth entailed. As outlined in the advertising, the store had been very largely extended and improved since the initial opening, although still in the same location. New departments had been opened and the scope of the business had been widened to a very considerable extent in the seventeen years.



A plan of the ground floor of the store of J. Sutcliffe & Sons.



A view of the main floor of the Sutcliffe store, showing fancy goods department.

Successfully on Aggressive Lines

brate seventeenth anniversary by
been largely increased since its
pe, with entrances on two streets
tised — Refreshments served —
every respect.

The advertising campaign was conducted on a broad and aggressive scale. Seven column space, eighteen inches deep, was used in the daily papers, featuring the sale and offering tempting values in reasonable lines. The copy, which was prepared by W. J. Ferguson, was strikingly laid out and well illustrated, as the accompanying illustration shows. A novel feature was the running of a line around the outer edge of all ads. made up the repetition of the figure 17.

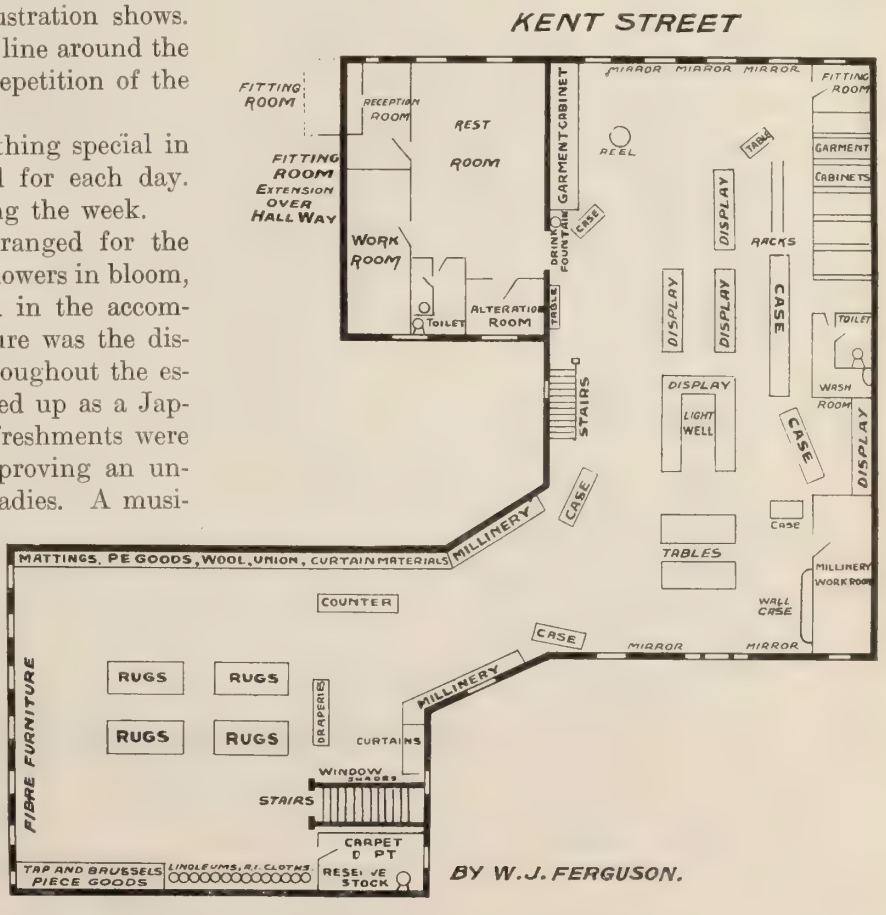
The sale lasted for a week, something special in the way of offerings being provided for each day. Spring openings were featured during the week.

Special decorations had been arranged for the week. The store was decorated with flowers in bloom, the methods of display being shown in the accompanying illustrations. A novel feature was the distribution of singing canary birds throughout the establishment. The rest room was fitted up as a Japanese tea room and here tea and refreshments were served free from 2.30 to 5.45, this proving an undoubtedly popular feature with the ladies. A musical programme was rendered each day. A special tissue paper napkin with an anniversary design was used in the tea room during the week.

Another feature which was found productive of results was the opening of the store one evening for display purposes only. No attempt was made to sell anything, but the public were admitted freely for the purpose of looking around and inspecting the stock.

Splendid weather prevailed throughout the week. The sale was a success in every respect, large crowds attending each day.

The store of J. Sutcliffe and Sons has many commendable features which will not require enumera-



A plan of the second floor of the Sutcliffe store.



A view of the millinery department in the store of J. Sutcliffe & Sons.

Our Seventeenth Anniversary Sale

Our Seventeenth Anniversary Sale, March 17, 1913, Continuing Through Easter Time

DO YOU REMEMBER WHEN WE had our initial opening? Our store was ready for business, but not just the same store that you see to-day, true it is the same location, the most convenient one in town, but think of the many changes those past years has seen this store undergo. Every one of those changes have been planned to facilitate carrying greater stocks, providing greater display space, to make it a convenient store to shop at, to provide comforts for both shopper and employee. To make a long story short—to make this store second to none—a store where values warrant your patronage.

Come in and See Us During Our Seventeenth Anniversary Sale

Now we are going to have a real enjoyable time and we want you and your friends to be sure and come, we are preparing for a big crowd so there will be no reason to stay away. The store will have its very best dress on, everywhere new things will be ready for your inspection. The new millinery and ready to wear garments will be making a host of friends. Every department will be in merry competition for your attention, every minute will be full of interest so come and enjoy a real good time during the entire coming week.

Come in and See Us During Our Seventeenth Anniversary Sale

SPRING GARMENT DISPLAY

Immense Anniversary Sale

From now until after Easter

SPRING MILLINERY OPENING



SEE THE NEW GARMENTS

You cannot fail to be interested in this section Some of the nicest ready to put on and wear garments ever shown in this district will be on display The very newest spring styles that can be procured neat to say the least and showing by their makeup what expert designers only can produce

Show Model No 10295 Ladies Serge Suit, satin lined, inside pocket, collar and cuffs trimmed with braid and small covered buttons High band skirt, wide cluster of pleats at side, plain back Show model made in new tan $18

SEE THE NEW MILLINERY

Eastertide and spring are pictured in this new millinery You forget all about the winter months and begin to think of the bright sunshine of spring and how in keeping with it are millinery models for 1913 Beautiful models of the most approved styles with trimmings of the most favored kinds Monday and following days

Show Model No 51913 —Persian Turban made of a plateau of leghorn The brim is finished with a deep blue velvet edge and trimmed with a garland of corn flowers double quest-tive mark in white and blue and jewelled ornaments $12



ANNIVERSARY SUIT OFFERING

For our anniversary we are putting on sale in our men's clothing department a fine range of new tweed, serge and worsted suits These are all new spring styles and our regular $12 $12.50 and up to $15 lines which includes our special $12 navy serge suit You will be well pleased with these garments Your choice during Anniversary Sale 10.95



Musical Program Daily

REFRESHMENTS MONDAY and TUESDAY 2.30 to 5.45

We extend a cordial invitation to you and your friends

J. SUTCLIFFE & SONS

New Shades in Popular Silks



These are extra good quality Paillette silks suitable for dresses or waists 36 and 38 inch widths, as good as the most $1 lines offered Anniversary sale price per yd 89c

1.50 Bordered Silks 98c

Bordered silks, 36 inches wide, striped, foulards very special qualities colors of tan, olive, black and white, navy combination of black and white, reg value 1.50 per yd for 98c

Dollar Serge for 75c yd.

A special line of heavy navy serge 52 inches wide good quality and equal to the average dollar serge Our price per yd 75c

New Spring Wash Goods

You will do well to see our many lines of beautiful wash materials for this season They combine the new shades new weaves and are sure to be very popular for gowns waists and wash suits To be well served in wash goods value you should see these

GET ONE OF THESE FOLDERS

We have just issued a neat folder telling especially about Hosiery and Corsets It is illustrated with written descriptions of our many special lines and sure to interest you They may be obtained at any counter on the main floor Be sure to get one

SPECIAL During Anniversary three pairs Penman's make black Cashmere Hose, all sizes, only $1

Boys' Jerseys Only 18c Each

An advance shipment of boys cotton jerseys, the regular 25c line, will be on sale during Anniversary Sale at each 18c

Buy them now for the coming summer wear and save

Men's Velour Hats $2

This is decidedly new and comes in tan, grey and black, very high grade quality and silk lined Only each $2

Spring Millinery Openings MONDAY, TUESDAY, MAR. 17, 18th and Following Days.

Perrin's Celebrated Gloves

We have just placed in stock an import shipment of Chas Perrin & Cie of Grenoble, France, celebrated kid gloves for ladies These gloves come direct from the factory in Grenoble to us The qualities are extra good while the shades are very true to color and come in tan and grey in both glace kid and Suede quality You will like the quality and fit of these gloves so try a pair to wear with your Easter outfit

Spring Garment Display MONDAY, TUESDAY, MAR.17, 18th and Following Days



Special Values in Flouncing

We are showing some wonderful values in white flouncing embroideries, embroidery edgings and insertions You can save money here for every yd we show is by far the best value offered anywhere See our special sale lines during Anniversary Sale.

Children's Knit Jackets

These jackets are a nice quality, well finished, in plain colors of white, white and sky and white and pink During Anniversary Sale very special each 98c

New Frillings for Spring

A Splendid assortment of new frillings in widths of 1½ to 3 inches and colors of white, black and cream and in net and shadow lace effects, from per yd 50c down to only 18c

White Bed Spreads 1.85

This is a very nice quality, white Marsailles spread, satin finished weave, size 72 x 90 inches Very special value at each 1.85

Ladies' New Spring Collars

We are showing a very fine range of ladies collars, very new styles including Roinespiere, Dutch and sailor designs Special lines at each only 50c

Beautiful Rugs, Curtains And Materials



Never have the People of Lindsay and district had an opportunity to buy such splendid fittings for the home as we show this season The very foremost manufacturers of the various lines have contributed their very newest and best productions The curtains and curtain materials we show are equal to those shown by so called exclusive home furnishers and at a lower price than you can get anything like them elsewhere Our rugs constitute an immense showing and all come to us direct from the factory, no middle man's profit added when you buy here During Anniversary time this section will present many attractive showings so count on paying it a visit It is convenient to both floors, use either stairs

A Special Priced Sheeting

9/4 bleached sheeting, plain weave, extra good quality being bought before the recent advances in cottons While it lasts per yd only 28c

See the new American "Kolorfast" Floor Matting Just what you had hoped to find for bed rooms, living and dining rooms.

J. SUTCLIFFE & SONS

Women's Institute Rest Room 2nd Floor

LINDSAY

Kent and William Streets

The greatest range of Window Shades to Select from offered anywhere. All colors and lace or insertion trimmed. Big values

Sample of advertising of anniversary sale. An aggressive campaign was conducted.



A view of the men's clothing and furnishings department in the store of J. Sutcliffe & Sons, Lindsay, with entrance on William Street.

tion as they are shown in the accompanying illustrations and plans. Having been added to by the acquirement of adjoining stores, the layout is unusual, being in the shape of an L. Any difficulty which might be experienced from this cause, has been done away with by the fact that there are two entrances, thus giving ready access to the departments in the more recently acquired sections. The arrangement of the various departments is admirably adapted to the proper display of the stock.

Instal Electric Sign

Ottawa, Ont.—Blair's, Limited, men's wear store of Sparks street, Ottawa, have just added a big electric sign advertising their brand of clothes and the name of Blair's, Limited. The sign is one of the largest and most attractive on the street.

In New Store

Ottawa, Ont.—One of those who were forced to move when L. N. Poulin, Limited, took over three stores to the west of their present store on Sparks street, were the McDonald Clothing Company. They have gone to a larger store at 143 Sparks street on the opposite side from where they were before. The new store has two large bay windows about fifteen feet high with about 15 lineal feet of glass in each and a door in the center.

The plate glass is set in copper bases and the window fittings are in solid mahogany. The new store measures 25 by 85 feet and is twice as high as the former store and much more attractive in appearance. Two large gilded electroliers each carrying 15 lamps light the store. The firm carries men's ready-to-wear clothing only.

Raw Wool Free

Washington, May 16.—The Democratic caucus lately voted decisively to support the wool schedule of the Underwood tariff bill, placing raw wool on the free list, after Representative Underwood had made a stirring appeal for the support of the caucus. By a vote of 190 to 42, an amendment offered by Representative Dies, of Texas, to place raw wool on the dutiable list was rejected.

Extending House Furnishings

Ottawa, Ont.—Murphy Gamble, Limited, of Ottawa, have decided to give up their grocery department and use the large floor space it occupied for other goods, probably carpets and house-furnishings. This has not yet been definitely decided. Other alterations are under contemplation and until these are settled, which will be in the course of a week or two, the space formerly occupied by the grocery department will not be used. The object of the firm giving up groceries, is, it is understood, because of the unsatisfactory profits accruing from them. The dry goods end of Murphy Gamble, Limited, is going ahead rapidly.

WESTERN RETAILERS ORGANIZE



Exterior view of the Regina, Sask., City Hall, where 600 Saskatchewan business men met in conference last week and formed an Association.

At what was probably the largest gathering of merchants ever held in Canada, a Saskatchewan Retail Merchants' Association was formed last week in Regina. Almost 600 delegates attended from all parts of the province and for enthusiasm no meeting could have been more marked. One of the best and most far-reaching results will be a more careful system in the extension of credits throughout the province. In fact many dealers have been induced by the discussion to sell for cash in future.

A pleasing feature of the convention was the length of time given to treatment of business problems such as buying, selling, extending credit and cash system. Too often the entire time of gatherings of this kind is taken up in discussing only legislation affecting the trade. Bright things are in store for the men who have become associated with this new organization if every one—officials as well as those in the ranks—will lend their best efforts to its success, at home as well as at the annual conventions.

Special Staff Correspondence.

REGINA, SASK.—The West has a reputation for large things, and it, therefore, seemed likely that the gathering of Saskatchewan business men, arranged for Regina, would prove a thorough success. It is doubtful, however, if even those who worked so hard to make possible this series of meetings had any idea that the retailers would attend in such large numbers, or that they would show such great enthusiasm. It is doubtful, indeed, if a better business gathering has ever been held in Canada. Nearly 600 dealers registered, and at no session did the numbers in attendance fall below 300.

This large attendance, the care with which the programme had been arranged, the thorough study given their subjects by the various speakers, and the Western vim which all present showed in taking part in the various discussions, made the gathering exceedingly profitable. What the full outcome will be, of course, remains to be seen, but certainly all in attendance got ideas which can hardly fail to be of the greatest value.

Take it for all and all, probably the note struck in favor of a cash system was the feature of the convention. A number of those present declared their intention of adopting this method of doing business. Others determined to watch credits more carefully.

The great result of the gathering as far as it can be seen now was, of course, the formation of a Saskatchewan Retail Merchants' Association. This is

affiliated with the Dominion Association, the charter secured by Saskatoon merchants some little time ago having been handed over to the new provincial body.

Already it has been evidenced that the Saskatchewan retailers intend taking a hand in the making and amending of laws. At one of the convention sessions Norman MacKenzie, K. C., of Regina, delivered a striking and remarkably practical address on Commercial Law. He suggested two or three reforms for which the retailers might commence work at once, and the newly-appointed executive of the newly-formed association wasted no time in considering the best means of securing these reforms. It seems likely that the Provincial Government will hear from this body before many months have passed.

A GENERAL VOTE OF THANKS.

At the final meeting, where formation of the provincial association was the main item of business, W. C. Painter, of Tantallon, seconded by H. R. Veals, of Ituna, introduced the following resolution of thanks:

> "That this convention extend a hearty vote of thanks to the cities of Regina and Moose Jaw, the Press, the committee in charge, the several speakers, and all those lending assistance toward the bountiful provisions made for our entertainment and instruction. That we, the retail merchants of Saskatchewan present, appreciate this, and will endeavor to do our part towards the attainment of some of those ideals pointed out by the various speakers redounding to the benefit of ourselves, our customers, our province and our own fair Canada."

This was enthusiastically passed, and A. M. Nicol, who had acted as secretary during the entire Convention, was called upon to reply. It was, he believed, the general opinion of the outside public that never had a more business-like gathering been held in Saskatchewan. He hoped that at some later date the association would meet in the capital city again.

QUESTION OF AFFILIATION.

The actual work of forming the association at once started a discussion as to the advisability of affiliating with the Dominion body.

W. C. Painter held that there was nothing to be gained by connection with the Dominion organization. He remembered that the Dominion body had sent 500 members to Ottawa opposing a co-operative Act which had really been in the interests of the farmers of the West, and so indirectly of the Western merchants. It was finally decided, however, that the association's influence in Saskatchewan would not be decreased at all were it to affiliate with the Dominion body, and that the outside influence might be greater.

THE ELECTION OF OFFICERS.

This conclusion being reached, the election of officers at once proceeded, J. L. S. Hutchinson, of Saskatoon, proposing F. J. Bole for president. The suggestion was received with enthusiasm, motion at once being made that nominations be closed.

"I don't accept this position lightly," said Mr. Bole, in thanking the delegates for their confidence in him, "but I do feel so sure that good work can be done by this organization that I think I am justified in taking the office. We can be a great factor in bettering the conditions of the whole country.

"This is a representative gathering," continued the new president, "and I hope the policy will be adopted of shifting the conventions from centre to centre, so that all will get the greatest benefit. In conclusion, I would say that I intend to give the time necessary to make this association a success."

MOOSE JAW NEXT YEAR.

T. G. Agnew, Ist vice-president, and J. L. S. Hutchinson, treasurer, were quickly elected, when arose the question as to the next place of meeting. The merchants of Moose Jaw had been exceedingly helpful in making the present gathering a success, and it was felt by a good many that they deserved the honor of the next convention. On the other hand, a number believed the gathering should next be held in the north, and Saskatoon was mentioned. The Saskatoon delegation would like to have had the gathering too, but showed themselves good sportsmen by stepping down and themselves proposing that Moose Jaw be the next meeting place.

A wire was received from the Mayor and the president of the Board of Trade of North Battleford urging that the convention meet there in 1914, but on a vote it was determined that Moose Jaw should get the gathering.

PROCEEDINGS ON OPENING DAY.

The proceedings of Monday afternoon were largely formal, yet even in the addresses of welcome—too often mere expressions of good-will—notes were struck which gave evidence that the convention would be one of the greatest importance. It became apparent that the men had gathered not only with the object of hearing others speak, but of voicing their own opinions upon the various matters. It became evident, indeed, that there would be some high thinking and plain talking.

S. G. Burton, chairman of the committee which has for some time been preparing for the convention, very briefly opened proceedings. The gathering, he thought, a happy idea. There are subjects of vital importance to business men. This year these have been more important than usual. At the convention many of these subjects were to be treated carefully, and good could not fail to result; but the greater good would come from a free discussion upon these subjects.

THE CITY'S WELCOME.

Mayor Martin, extending the civic welcome, remarked that he could not give the delegates the key

to the city, as is sometimes the custom. "There is no key," he stated. "The city isn't locked. It is yours. It is open to all."

Speaking upon the direct object of the convention—upon which, as a retailer he was thoroughly qualified to talk, the Mayor referred to the difference in the merchandizing problems of the West from those of the East. "We are a country in the making, out here," he said, "I think Saskatchewan is the richest province in the Dominion. If not at once, yet in latent wealth. But we are keeping our eggs too much in the one basket. We are too much grain growers. I'm glad the question of diversification is going to be taken up."

H. G. Smith, president of the Regina Board of Trade, and one of those who conceived the idea of the present gathering, referred to the splendid work done by Mr. Burton, and those with him on the committee which arranged the programme. He referred, especially, however, to the half hour's discussion



J. F. BOLE, M.L.A.,
of the Regina Trading Co., unanimously elected President of the newly organized Saskatchewan Retail Merchants' Association. This picture was taken some years ago.

which would follow every paper. That discussion, he thought, would be of the greatest value. If the delegates did not make it so it would be the delegates own fault. "Freight claims are going to be treated by a railway man," instanced Mr. Smith. "Let this man hear of your own cases. Tell him of your delays if you have suffered. Let us put our case clearly before these people. It is the only way we will derive the benefit we want.

"The question of Insurance is also coming up. Something may be said of a uniform policy. Let us talk over carefully the advisability of that."

J. F. Bole, welcoming the delegates on behalf of Regina's retailers, jumped right into his favorite subject of credit. On this, or rather on the inadvisability of giving, or taking credit, Mr. Bole feels very keenly. His remarks were received with an enthusiasm which showed how many feel with him, even though they may as yet have been unable to adopt the cash system.

RETAILER NEXT TO FARMER.

"At election time," said Mr. Bole, "we all get out and say what a big man the farmer is, and how he has built up the province. This is true, but next to the farmer the retailer is the man who has most helped.

"I'm one of those who has changed from credit to cash. Some say that credit must be given, but I say that if so the retailer should not do it with no security, and let the implement man get all the security.

"I hope," said Mr. Bole, "that out of this convention will grow a big strong, retailers association. I won't agree to fixing prices; don't believe in it. But I do believe there are many objects we can accomplish by uniting—this question of credit is one of these. I personally do not think that any man in a large centre is justified in doing a credit business. To change to cash is only a matter of a month's adjustment. Your customers soon get the new idea. In smaller places, perhaps, credit must be given, but if so let us get some way of securing ourselves."

THE QUESTION OF BUYING.

Following an address upon buying from the retail point of view, delivered by H. Snell, of Moose Jaw, arose one of the many interesting discussions of the convention.

Is it best to buy from the traveler or to go down to the market?

How often should a stock be turned over?

Would collective buying prove an advantage?

These and many other equally important points were raised, and so free was the discussion, and so animated, that D. B. Detwiller, of North Battleford, the chairman of the evening, had his hands full to see that all got their opportunity to put a query, or to state their experiences.

A buyer, Mr. Snell brought out, must know his departments. He must know what the business can do, and he must have his finger on the pulse of the community. He must know the demand. Only when the buyer can properly co-ordinate the wants of the business and of the trade is he successful.

Certain steps can be taken to assist the buyer. Records are of value, and records should be kept. It is well to have a maximum and a minimum amount fixed for staples. Then the stock of these will never be exhausted. Neither will it ever be so large that too much capital is wrapped up.

One of the best ways to determine what to buy as brought out by Mr. Snell is to take the advice of those who are selling. Travelers should know what

is moving well elsewhere. They can give useful information.

STUDY TRADE PAPER FOR MARKETS.

A buyer must know the market. How is he to get the information. "There is no better way," said Mr. Snell, "than through the trade papers, which thoroughly go into this, and which deal with conditions likely to affect the market."

The best buyer, it was pointed out, is not necessarily the man who gets the cheapest goods—rather is the one who gets the best goods and the right goods. He can only get this desired result by remembering the retail selling end, and he must not be handicapped by bad credit. If a buyer is to do the best work, his firm must keep its credit high. The concern must have a reputation for paying cash, or for paying promptly.

Initiative is another asset of the good buyer which Mr. Snell emphasized. "A man must be ever on the look-out for new lines which will be trade winners for the staple lines. That promotes the general turnover."

OFFICERS ELECTED.

At the final meeting of the convention, the officers were elected as follows:

President—J. F. Bole, Regina.

1st Vice-President—F. J. Agnew, Prince Albert.

2nd Vice-President — W. W. Cooper, Swift Current.

Treasurer—J. L. S. Hutchinson, Saskatoon.

Secretary—H. J. Robinson, Saskatoon.

In opening the discussion the chairman summed up the address as one which had clearly brought out the desirability of a buyer getting the closest prices, the best goods at the proper time. In a sentence this did summarize the remarks, but Mr. Snell had started those four hundred retailers thinking, and the questions and comments came thick and fast.

FREQUENCY OF STOCK TURNOVER.

"How often should a general stock be turned over in a year to make a profit?" asked J. F. Bole.

"That," said Mr. Snell, "depends largely on the profit. You might turn it once and make a good profit. You might turn it four times and make none. I think, though, that a stock should be turned at least three or four times.

"Yes," commented Mr. Bole, "but I think it is the exception when a stock is turned three or four times and money is lost. My experience has been that turning twice means losing money. Turn the stock 2 1-2 times and expenses are cleared. Turn it four times and you make a good profit."

W. C. Paynter, of Tantallon, told of his own experience. "I do about $50,000 business," he stated. I carry an $18,000 stock and turn it about three times."

T. G. Agnew, of Prince Rupert, brought the subject around to the proper rate of profit. "In the West," he said, "Money is worth about 10 per cent. without any risk. So when a man is taking the risk of business he should get from fifteen to twenty per cent."

FROM TRAVELER OR HOME?

"There are two systems of buying," stated ex-mayor Smith, of Regina, "one is from the travelers, the other from the house. Now can we do better by buying from a reputable man representing a reputable house, or by going down to that house?"

This, it appeared, was a point upon which there was considerable difference of opinion. "As a general rule," said Mr. Snell, "I think we can do as well with the traveling representatives. In some cases it is possible to get goods which are hard to secure from the house, and always it is possible to get a cretain amount of service. Personally I would hesitate to buy from a house which would not give as good prices through its traveling representatives as it would to the man who went direct."

A different opinion was held by Mr. Little of Regina. "It is better by far to go to the market in the majority of cases," he said. "There are certain lines manufactured by concerns which do not cover the territory. Perhaps for this very reason they can give better prices. Go into the wholesale or manufacturing plant. Get quotations and select the best and the cheapest. Get staple lines from the travelers, but it is a strong point for the buyer to go to the manufacturer. He can see how the goods are made for one thing, and then he gets incloser touch with the manufacturer and the jobber.

TUESDAY MORNING SESSION.

Generally speaking, there are but two classes of people in Canada as far as railways are concerned—those who run them, and those who run them down. When representatives of these two classes meet to discuss the subject of transportation an interesting session results. This proved to be the case at the Regina convention.

Tuesday morning's session was given over to the question of transportation, generally, and to the securing of claims in particular.

D. C. McDonald, Division Freight Agent for the C. P. R. at Regina, had, in what he called a moment of weakness, consented to address the retailers on the general subject of Freight Transportation and Traffic.

Getting down to the questions which are of particular interest to the retailers as consignees, Mr. McDonald referred to the tracing of freight. He outlined the methods adopted to keep track of the rolling stock, and showed that merchants can find where their shipment is. "Be careful in asking us to trace cars, though," he asked. "Remember the railways



Group photo of some of the delegates at the Regina convention. This, however, does not show more than half of those in attendance. As there was a reception at Government House for the lady visitors when this picture was taken, only a few of the feminine sex are in it.

are more interested than any one else in getting cars to their destination, and in having them back in new service once more."

Then Mr. McDonald referred to the moving of grain, which labor has to be accomplished in a few months." You can help us and yourselves in this connection." he said, "if you will release your cars promptly. Your holding a car may mean that some farmer who owes you is unable to have his grain moved and so is unable to get the money to pay his debt. You may think that a little far-fetched, but in a broad sense that very thing is happening daily."

Mr. McDonald closed with an appeal to the retailers to do all in their power to bring the farmer to see the necessity of establishing means of storing his grain. He had no sooner taken his seat when a big question was hurled at him.

Said W. J. Peart: "It has been stated in the House that the rate of operation per mile here in Saskatchewan is less than in the East. Why then should we pay more? For example I bought some goods in Pittsburgh, and the rate on them to Minnesota transfer was 32 cents, and from Minnesota transfer here 72 cents."

At once there came applause, and not a little laughter, as Mr. McDonald, smiling, arose to reply. He was not to be drawn into this question, however, stating that the subject is now before the courts, and that therefore he did not feel that he had better deal with this.

WANT TO KNOW CLASSIFICATIONS.

T. G. Agnew, of Prince Albert, chairman for the meeting, here brought out the absolute necessity of knowing the rates. "I've been in this country longer than any of the rest of you," he said. "I came in 1872. My whole experience has been that it is absolutely necessary to know the classifications and the rates."

"There is no excuse," stated W. J. Peart, "why any one in the hardware business should not know the classification various lines come under. These are given in most hardware catalogues. With this information, the retailer can get the rates from the road. Then he can check up weights and watch the rates." "I know one firm," he added, "which claims to save from $5 to $15 a day by carefully going into this matter."

"In the case of an incorrect classification having been given," stated the chairman, "we make the wholesaler put up. They often make mistakes, and it is just they should pay for these."

C. E. Phillips, of Kindersley, complained that the weight as listed by the wholesale house, and that upon which he was asked to pay freight, often was different.

Mr. Agnew saved Mr. McDonald the necessity of going into this. "I know that is sometimes the case," he said. "I have found it result this way. Take a box of Canada Plate for instance, with a gross weight of 112 pounds. When you are billed, there is nothing to do but pay. Make your complaint to the wholesaler and let them take it up."

Here C. G. Burton made a suggestion which was received with great favor, but which, it was decided to leave over until the Association should be properly formed.

"I think," he said, "that the Provincial Government should undertake the appointment of a freight traffic expert. To him complaints could be made,

and a thorough investigation started. The railways have a rule, you know, that if an agent collects an undercharge, he is responsible for the difference. As a result he is not going to take any risks on classification. He will put the goods in a high class rather than a low."

J. Jones, Freight Claims Agent of the C. P. R. at Moose Jaw, spoke on the question which is his business, and which so closely affected the business of all his hearers. He made his points largely by illustration, and gave many valuable suggestions. Yet, though there was enthusiastic approval of the address, many held with Mr. Bole that the Claims Department of the railways needs a good deal of simplification, in order that the merchant may get the prompt service that is his due.

"Freight claims, and how they can be reduced," stated Mr. Jones, "has been a problem among railway men for years. The importance is obvious when it is considered that on the Saskatchewan division of the C. P. R. in 1912 $294,146.12 was paid out. Freight claims, and how to adjust them satisfactorily has driven some men to an early grave and other men to drink. The railway employees," proceeded the speaker, "are not without blame for the amount of the claims, but the shippers are too careless." Mr. Jones instanced the case of silent salesmen, which are shipped often with only a few boards put about them—boards which are dignified by the name of the crate. Furniture is often insufficiently protected. Stoves and ranges are not properly packed. Weight of these has been reduced. The castors are so fragile that they are very easily broken, yet stoves are not crated at all."

THE PAYING OF CLAIMS.

Passing from this phase of the subject, Mr. Jones undertook to show how the merchant should proceed to secure the payment of claims. It was this point which brought about the keenest discussion.

"If you receive goods in a damaged condition," he said, "or if a shortage exists, do not reject the entire consignment. Ascertain the damage or shortage, and have the agent endorse on the freight rate receipt. Then sign only for what you get. Do not sign for ten cases if you get only nine.

"When you have this note of the shortage or damage prepare a claims bill. Send the original bill of lading and the paid freight receipt. If you have not got the bill of lading, attach a memorandum, but immediately write the shipper for this. Then send this claim through your local agent, or direct to my office. I'll demonstrate we pay in three or four days."

Perhaps thinking the merchants would expect too speedy settlement, after this statement, Mr. Jones proceeded to explain why delays are sometimes necessary. "When you consider," he said, "that I only recommend payment of claims, and that these have to be passed upon by four others, who call upon me to prove the claim is just, you can see where delays occur. You must remember to sign only for what you get, and to have a note made of the condition in which the goods are received. If you don't do that you'll be foolish, and deserve to suffer loss."

CASE OF CONCEALED LOSS.

"What are you to do," inquired C. E. Phillips, after Mr. Jones had taken his seat, "when you find after paying your freight that there has been damage done, or that a shortage exists?"

"That is concealed loss," answered Mr. Jones. "You should examine the package before making payment, and if there are signs that it has been opened fraudulently, then open it at once in the presence of the local agent. If later you find there has been a mistake made in the quantity report at once.

J. Evans, of Prince Albert, here submitted a number of questions.

"Would it not be well for claims agents to have prepared a pamphlet explaining exactly how claims are to be made?" he asked among other things.

"I'll do that myself as soon as I get home," answered Mr. Jones.

Discussion on Cash System

In most events there is a feature which remains long in the minds of those fortunate enough to be on hand. Comic operas usually have their one catchy tune. Baseball matches have their critical innings, or their garrison finishs. So it was in Regina; the great moment in the convention of Saskatchewan retailers undoubtedly being the discussion on the question of cash business—a discussion which occurred Tuesday afternoon, following an address on credits, wholesale and retail, delivered by Henry Detchon, general manager of the Canadian Credit Men's Association, Winnipeg. In the hotel rotunda after the meeting, on street corners, and even in the theatre to which the whole convention adjourned Wednesday night, men could be heard earnestly discussing this question, and making comments upon the remarks of J. F. Bole, who single-handed stirred the convention by his strong advocacy of the cash basis of business.

In the early sessions, Mr. Bole had mentioned the necessity of doing business for real money. Mr. Detchon's address brought the matter more prominently forward, however, and Mr. Bole took the occasion to go fully into his views.

AN EMPHATIC AGREEMENT.

Mr. Detchon, of course, had spoken on the methods which should be adopted to see that credit was properly given. When he had concluded, Mr.

Bole jumped to his feet, declaring that he disagreed with everything which had been said, for he believed that the whole credit system was wrong.

"We are playing into the hands of the enemy," he said. "We complain about the catalogue houses, yet by our very system we are strengthening their hands. We sell on credit, putting ourselves at a disadvantage; for we have not the cash to avail ourselves of cash discounts, and we therefore cannot buy on the best market.

"There is no use talking, money has power, and we are not only handicapping ourselves by selling on time, but we are really working against the best interests of our customers, for we are not getting for them the best goods at the lowest possible price. The only way to do this is for us to pay cash for our stock, and the only way in which that is possible is to get cash from our customers.

THINKS BANK IS PLACE FOR CREDIT.

"If we wanted to eliminate credit," continued Mr. Bole, "we could do so. I have the greatest contempt for the silliness of business men, who in this new country, could have established a cash basis of the man giving credit is ridiculous. You start in a small way. The man who owns a farm comes along and wants credit, and you give it to him. Why, ten chances to one that man could buy you out, lock, stock and barrel. Perhaps along the line suggested by Mr. Detchon, you have had a good statement of this man's financial standing; but if that statement is good enough for you, it should be good enough for the bank, and it is the bank he should ask to trust him, not you.

"The principal on which business men work in the West seems to be that the better off a man is, the more anxious they are to give him credit. They fear they will offend him and lose his business if they ask for cash. Indeed the only men to whom you are quite willing to give credit are those who could well afford to pay cash.

"Why," continued Mr. Bole, "the American negro knew enough to accept emancipation when it was offered him; but here are 500 of the whitest men of the country who don't know enough to accept freedom."

CHARACTER A CONSIDERATION.

In his paper, Mr. Detchon showed that there are two sides to credit—What a man is seeking and what he is giving. He referred to the methods adopted by most wholesale houses where credit men pass upon every account, determining whether a man is good enough to ship to.

"As a credit man sizes you up," said Mr. Detchon, "so you should size up a customer. The credit man considers the moral risk, the character of the man to whom his firm is considering selling. So you should do. Does your customer intend to pay, or does he hope by some quibble to get out of payment.?

"Then there is the question of financial responsibility. "Is this man able to pay," enquires the credit man. "He seeks his information from the banks, from the travelers, and from the financial agencies. You could get much such information about your customers.

"I judge," continued Mr. Detchon, "that about 90 per cent. of the merchants in the West need credit themselves. You should therefore give information about your business. Don't be afraid to let the mercantile agencies have your financial statement. When a statement is refused one of three conclusions is usually reached. Either a man's credit is so good that he does not need to give the statement; or his affairs are in such a bad shape that he wants to keep them in the dark; or else the man has not the wherewithal, or the ability, to prepare the financial statement. The last two conclusions will certainly do much to hurt a man's chance of raising capital."

OUTSTANDING ACCOUNTS APPALLING.

"The retailer," continued Mr. Detchon, "has never taken the right steps to get information regarding his customers. As you know we handle insouvent estates, and we find that the majority of failures are due to the large amount of bills outstanding on the books. The amount of money lost yearly by outstanding accounts is simply appalling. I suppose a certain amount of credit is necessary, but I would keep it down to those who will pay in a reasonable time."

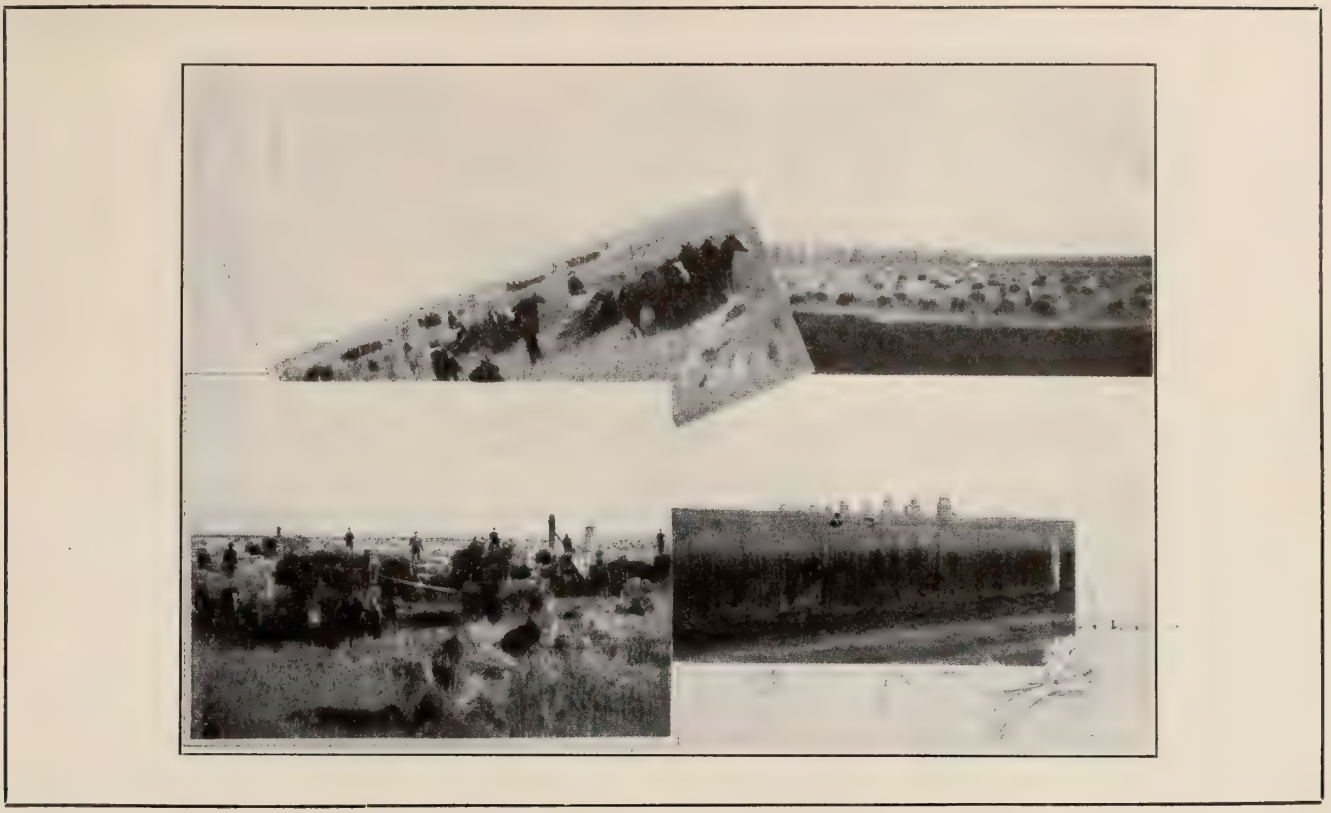
Another reason for insolvency, as given by Mr. Detchon is speculation in real estate. Some of this, he stated, seemed legitimate, yet if a stop is not put to it, action will of necessity be taken in the way of refusing merchants credit.

J. L. S. Hutchison, of Saskatoon, acting as chairman for the meeting, started the discussion by stating that he has been getting financial statements on his customers for some time. He found the system a splendid one.

THE SLAUGHTER SALE EVIL.

Another question of great interest which arose at this time was that of slaughter sales. "When you take over a store that is insolvent," said Mr. Fields, of Bethuna, "you put this in the hands of the receiver and he starts a cut rate sale. Goods are marketed for half price, anyway, always below cost. People go from the whole district, and all the merchants are hurt. Could not this," he asked, "be avoided?"

"It is one of the great points," said Mr. Detchon, "so far we have not been able to find a remedy for that evil, which undoubtedly exists. It does not seem feasible to dispose of the goods in any place save the locality in which the failure occurred."



Harvesting and threshing scenes in the Regina district. A portion of the West from where comes the No. 1 Hard that has made the Prairies famous.

AFFECT OF INSURANCE CREDIT.

Speaking on the question of insurance from the dealer's point of view, Mr. Cook, of Moose Jaw, traced the history of insurance from its inception after the great London fire down, to the present time. He pointed out its value in enabling the extension of credit, owing to the stability given, and urged the advisability of placing insurance only with good concerns, of avoiding placing it through personal friends, providing they had not other qualifications. He went into the co-insurance clause, which simply provides that a man keep his insurance up to at least 80 per cent. of his stock, failing which he will receive only a percentage benefit in case of fire—that is, if he had $10,000 stock and only $7,000 insurance when a fire came, he would receive 7/8 of the $7,000 indemnity.

THE BULK SALES ACT.

It is very seldom that business men have the chance to secure the advice of a skilled attorney free of charge. This opporunity was afforded the delegates Tuesday evening, when Norman MacKenzie, K.C., of Regina, addressed them on the Bulk Sales Act and Commercial Law, and when, after making his address he undertook to answer any enquiries which might be made. Questions poured in upon Mr. MacKenzie, and from the trend of these it became very evident that the Saskatchewan retailers intended to go before the local house, and if necessary higher, to get some reversions in the law. The question of liens taken for debt was thoroughly thrashed out; the general opinion, apparently being that the law on this point is altogether in favor of the farmer as against the merchant.

The importance of finding out a man's financial position, so that the advisability of extending or refusing him credit might be determined—a subject which had been brought out in a previous session—was dealt with by Mr. MacKenzie. He believed that one of the best ways to determine a man's financial position would be to have certain changes made, which would enable anyone going to the registry office to find what the man owned. Such a privilege, he believed, could be easily secured.

"Our courts," remarked Mr. MacKenzie, "are good up to the time you get a judgment, but you can't collect. Now if you could send out a summons and find out what a man can pay, then a judgment could be made providing that a certain sum be handed over to you every month, or that the debtor go to jail. This seems to me a change which might be readily affected. There are nice points to be considered of course. For instance the man might claim that by going to jail he had paid the debt. These things, however, could be arranged.

BANKING IN THE WEST.

C. O. Hodgins, manager of the Sterling Bank of Canada in Regina, was called upon to speak on the question of banking—a question which is of vital importance to the retailer in a season like this.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXV. TORONTO, MAY 21, 1913 No. 10

The Business Outlook

show. The Review's report in the last issue gave a IF AN ACTIVE demand can be accepted as sure evidence of sound business conditions, then there is no reason to apprehend a falling off in prosperity, insofar, at least, as the dry goods trade is concerned. Certainly the demand felt in all branches of the trade is heavy. Manufacturers are rushed with orders and report that there are no evidences of a slackening in the demand. Nor is there any evidence of a tendncy to stop buying the more expensive and less necessary articles, what might be termed the luxuries of apparel. If a period of depression were coming, one of the first signs would be a marked shrinkage in the demand for such luxuries, indulgence in which is reserved for days of prosperity and plenitude.

The situation with respect to collections has not changed. Money is still slow in coming in, but there is a gradual improvement manifesting itself.

The Review Gives the News

THE IMPORTANCE of the findings and recommendations of so representative an event as the annual convention and style show at Toledo cannot be overestimated. That the models and ideas which find most favor will influence general styles to an appreciable extent, if they do not in some respects fix them, is an accepted fact. Under the circumstances, the report of the proceedings, which appeared in the last issue of the Review, and which is supplemented by further particulars in the present issue, was of inestimable value to the trade, giving as it did information which will undoubtedly affect styles and guide buying.

The Dry Goods Review has had a representative present at the style shows for years, being the only Canadian trade paper to cover them. Consequently, it is only through the columns of The Review that ready-to-wear buyers can secure authoritative information within a few days of the actual holding of the resume of the proceedings and discussions, together with most complete information on the style recommendations. In the present issue, the five models chosen as most representative are illustrated.

A Result-Getting Convention

When the six hundred representatives of the retail trade in Saskatchewan assembled in conference at Regina last week, they meant business. This will be seen from the report of the representative of this paper in attendance, which appears in this issue.

Not only were litigation matters devolved into, but discussion was keen on those questions which, when familiar with, make a man a better merchant. Every reader will find food for thought in the opinions ventilated. How and where to buy right; accounting system; getting new customers; eliminating bad debts, etc., were among the every-day practical problems gone deeply into. No merchant could attend such a gathering of business men and come away without a better knowledge of the work he has chosen to pursue.

One of the features of the convention was the discussion on the cash system of doing business. This is the favorite theme of F. J. Bole, of the Regina Trading Company, in which connection it is interesting to note that his system was fully described in this paper just about four years ago. Whether many will be induced to discard credit for exclusive cash is hard to say, but it can be confidently affirmed that credit extension in Saskatchewan will be more thoroughly watched in future. If a merchant has been led to this one conclusion only, his trip to the Regina convention has been well justified.

The conference with railway men on freight troubles and delays in settling claims was still another important feature. Each party understands the others difficulties better, and this can lead to nothing but good in the future.

In the word, the big convention was productive of most beneficial results, which will have the direct

tendency of lessening many of the troubles with which the trade is beset.

No Summer Slump

An idea, like a habit, is hard to dislodge when it has been allowed to grow on one. There is an idea, perhaps obsession would be the better word, which is still held by a great many merchants, and which should be banished now before it has had an opportunity to do more harm. Many retailers harbor the impression that trade will fall off during the warm summer months. In anticipation of this slackening up in the demand, they permit their efforts, unconsciously or otherwise, to slacken also; with the inevitable result that business does slow up exactly as they had feared.

If there is any fallacy which should be nailed once and for all, it is this summer slump myth. It has no basis in fact, and its acceptance leads to serious loss of business and trouble all around. One reason why the idea has got abroad is that people naturally get a little lazy in the warm weather and do just as much work as is absolutely necessary and no more. Nevertheless, their necessities are just as great in summer as at any other time of year; perhaps even greater, because the moving to summer cottages or to summer resorts creates new needs and increases trade. Another fallacious reason advanced is that there are always so many people away on holidays during the Summer that trade falls off. Figures show that the stream of tourists into Canada has of recent years reached such proportions that it more than counterbalances the exodus of home residents. Most places have enough visitors to counterbalance the absence of home folk. While the visitors may not equal the absentee residents in actual numbers, they have at least equal spending power; for people on holidays spend more freely than they do when at home.

To slacken efforts in anticipation of a lessened demand, is the one absolutely certain way of bringing about the slump. Merchants, who may perhaps fear that the Summer will see a falling off in their business, should endeavor to offset the anticipated losses by increased efforts rather than to "grease the chute" by substituting passive resignation to loss for active efforts to prevent it.

This is particularly the case in regard to advertising. It is in this respect that the midsummer apathy of the merchant is most often displayed. He stops advertising. A contemporary in commenting on this problem says: "The man who quits his advertising in June, July and August will inevitably find when he comes back that he has got a big leeway to make up over his competitor who has been keeping everlastingly at it. Another point in favor of summer advertising is that people at this time do not work so hard, they have more time for reading and the daily newspaper follows them from the cities to their holiday haunts. And because they have more time for reading, they have more time for reading advertising. It is not too much to say that newspapers have an added value in the summer months. Then, too, the discontinuing of your advertising tends to break up the housewife's buying habits. She has been accustomed to be reminded of your goods by your regular announcements, and if its continuity is broken, the chances are she will switch over to another store or another line of merchandise."

Canada's Trade Expansion

IN THE course of his budget speech, Hon. W. T. White gave some figures which tell stringly the story of Canada's rapid growth. The aggregate trade of Canada for 1912-13 was $1,085,000,000 as against $650,000,000 in 1908-9—almost doubled in 4 years. In 12 years Dominion exports have increased from $280,000,000 to $390,000,000. British trade with Canada has increased from $228,000,000 in 1908 to $316,000,000 in 1913 while U. S. trade with Canada in the same period of time has increased from $204,-648,000 to $586,000,000.

Study of these figures brings to the mind in the most convincing manner possible the wonderful potentialities of the Dominion. The increase in trade during the past four years has been unprecedented, carrying evidence of the expansion of the country in all directions. What then of the future. As there is no reason to anticipate or to fear reverses or any perceptible slackening in the march of progress, the next four years should bring increases in proportion to the increases of the past four. Canada has blossomed into a full grown nation, doing an ever-increasing share of the world's trade and commanding a growing share of attention at the hands of the other nations. The next four years will see a still more rapid improvement in the status of Canada.

It is significant that the volume of trade done with the United States has been more than doubled in the space of time adopted as a basis of comparison, four years. If the tariff reduction propaganda of the Democratic party is put into effect—and there can be no doubt that the tariff measure will be adopted substantially as it stands to-day—the trade relations of the two countries will almost certainly become more close.

Mr. White also gave some interesting figures with reference to immigration, showing that the population of Canada at the present time was being increased at the rate of 1,200 a day. As the great bulk of these newcomers are sturdy, willing workers, imbued with an earnest desire to make for themselves a good home in the new land, the influx adds appreciably to Canada's wealth, widening the possibilities of future of development.

ART OF DISPLAY

The Evolution of Dress Shown in Miniature

Historical dolls which portray the advance of fashion from the earliest times to the present—Inspiration of present styles found in fashions of bygone centuries.

ONE OF the factors of success in window decorating is in learning all there is to know about the goods. It is important to understand their relative uses, derivation of styles, process of manufacture and origin of the best classes of merchandise. This applies either to countries or foremost manufacturers, who are world-renowned. The same may be said of the most obscure firm specializing in any line. Perhaps the most interesting study of all is style influence, through all the periods of dress, dictated by fashion, until those of the present day are evolved.

The history of dress portrayed by twenty-four tiny figures, made expressly for Strawbridge & Clothier, Philadelphia, Pa., proved attractive advertising, both in newspapers and windows. These fashion dolls are educational. They are a means of holding customers' attention as well, and have been shown since by several of the leading stores in America.

Mlle Riera, of Paris, is the designer. The story of the origin of the idea is novel. The first historical dolls were the result of inspiration in dressing Christmas dolls. But the artistic work, even the smallest detail is so perfect that as examples of fashion, they are now famous. The miniatures are exact reproductions of the historical celebrities of their time.

Reproductions of face, coiffure, style and colorings are similar to figures in paintings hung on the Paris Salon or in illustrations of the old masters. They are works of art and are of value in museums, art galleries and exhibitions because of their perfection. As style features, they are authentic. Being original makes them more attractive. The contrast of styles of the different centuries shows the advance and beauties of the present modes. A study of these fashion dolls is an inspiration of new styles. It is a lesson of evolution and the future of dress is profitable to those who foresee it.

1. A Tanagra figure (Grecian). The figure, to the tints of the gown, is an exact reproduction of a priceless statue in the Louvre.

2. A Roman character, Messaline, wearing a dress of the beginning of the "age of draperies.'

3. A figure of the Byzantine period with head and shawl drapery. Lines are similar to the former.

4. Represents the beginning of the middle ages showing low neck and full sleeves. This draped period lasted through many centuries until the straight princesse.

5. 14th century period or the time of Queen Ann, wife of Richard II., introducing the separate skirt and fitted basque. This model is similar to the royal robes of to-day and has the King's coat of arms on the train. The style of to-day is not original, if one is to judge by the gown on this figure.

6. Model of style worn by Isabella, wife of Ferdinand of Spain, who pawned her jewels for Columbus.

7. Queen Elizabeth in riding costume. The hat is interesting for its quality and the gloves with their tiny crest are wonderfully perfect.

8. Catherine de Medici, wife of Henry II, introduces the corset. This is an interesting period in the history of dress as well as church and state history.

9. Anne of Austria, wife of Louis XIII., illustrating the full skirt, which seems to have reached its limit of wideness at this period.

10. Infanta D'Espagne Maria Theresa from the painting by Velasquez. A quaint figure laden down with rich silks and crinolines representing the future wife of Louis XIV. at nine years. This is the beginning of the gorgeous age of dress.

11. Mlle. de La Vallière, favorite of Louis XIV.

12. Marie Leczinska, wife of Louis XV., at a time unexcelled for style in the whole history of dress. A lack of variety is noted and the graceful pointed bodice, square neck, sleeves of lace ruffles and full skirt opening, over a petticoat of rich brocade are invariably seen.

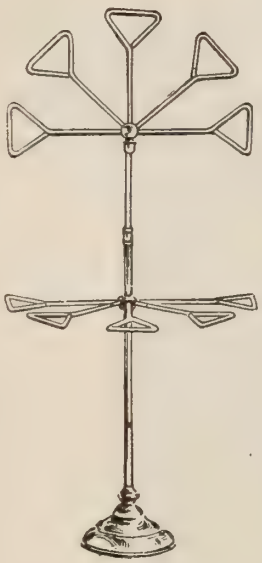
13. A flower girl of the Louis XV. period.

14. Marie Antoinette, the beginning of whose reign marked the change of the coiffure at the time of the great court hairdresser, Leonard.

15. Princess De Lamballe, friend of Marie Antoinette.

Fixtures for the display of everything from Men's Cravats to Paris Gowns

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The best stores in the country are using D. and P. goods. Are you? Are you one of the live merchants?

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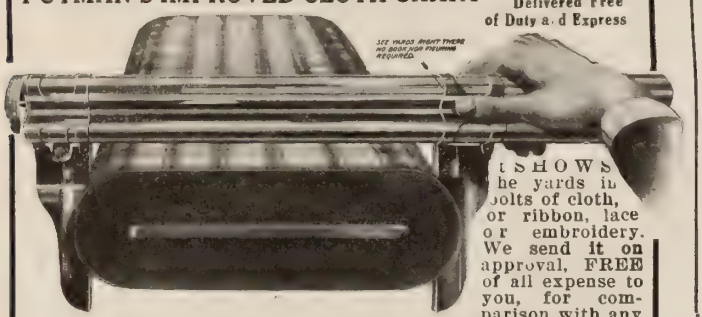


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The Dry Goods Review

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Ask Your Neighbor!

Wire, Cable, Tube, Belt and Pick-up Carriers.

The Lamson Company, Boston, U.S.A.

SERVICE



Set of Historical Dolls described in article.



Opening Windows. Courtesy T. H. Smith Co., Ltd., New Westminster, B.C. by W. J. Plows.
Background of green velour with hyacinth sprays in yellow, pink and lavender and adiantum fern.
Seasonable lines from different departments are artistically displayed.

16. A familiar figure of this age is the "muff girl." Madame Molle—Rèmond, a favorite actress, during the reign of Louis XVI.

17. A court lady during the same reign.

18. Mademoisslle Lange (portrait by Vernet) the favorite of the revolutionist, Barras. Shows what came of the craze for natural lines which arose with the revolution, taking its outlet in dress in the so-called Greek simplicity. Compare the lines with those of the Directoire of a few seasons ago.

19. Empress Josephine, wife of Napoleon III. from a portrait by David. A figure representative of gorgeousness seldom equalled in France.

20. Lady of the Restoration 1820.

21. Queen Amelie, wife of Louis Phillippe, a period of simplicity, 1830. This is a time when the return of the Bourbons completes what the Restoration starts, the ugliest of all periods of dress, interesting only for this reason. One of the most quaint figures that could be imagined is depicted.

22. Empress Eugenie, wife of Napoleon III. of France, 1860. It remained for her to bring beauty out of the time of chaos. Though the costume differs but little in the main points, from its predecessor, this period of dress is one of the most charming.

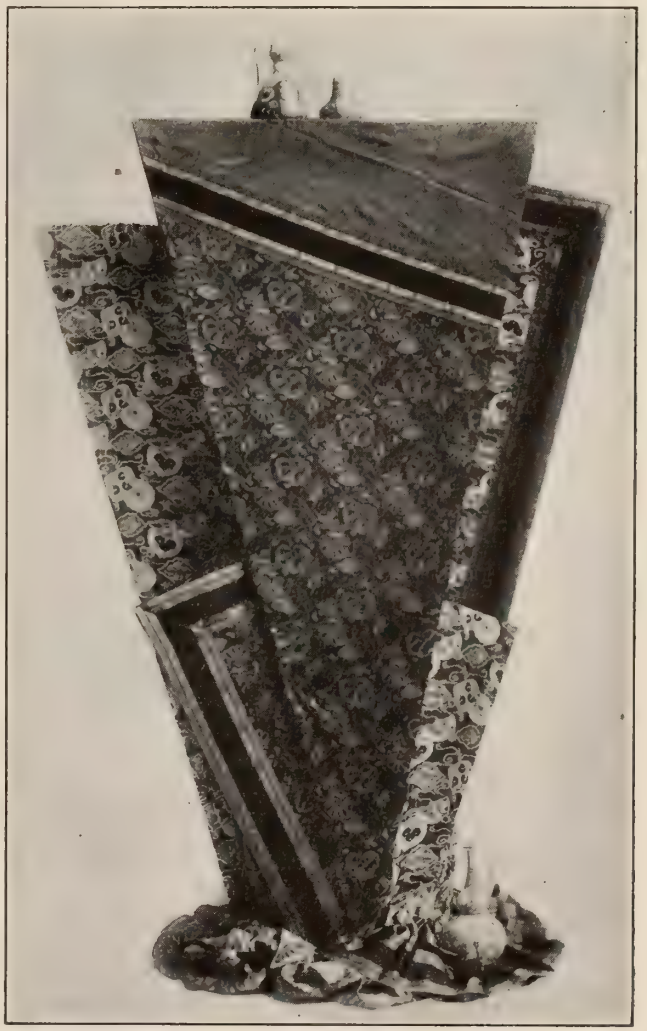
23. Mme. X. 1908 period, seen at the Drags at Auteuil.

24. Modern Directoire Style, at the Drags, 1913.

Lethbridge, Alta.—The Palace Clothing Co., are holding a "closing out" sale.

* * *

Leamington, Ont.—Sam French, dry goods merchant, has purchased the Hotel Ryell and will remodel the premises into a departmental store.



Cubist drape posed by A. E. Apted display manager. The T. Eaton Co., Ltd., Toronto. Photographed specially for Dry Goods Review. The fabric in front is red ground with yellow against green in the background and finished with banding to match. A splendid example of the present idea in draping. The design does not portray the contour of style but makes an effective arrangement of seasonable materials and patterns in vogue.

GUIDE YOUR EXPERIENCE OF WHO HAVE INSTALLED

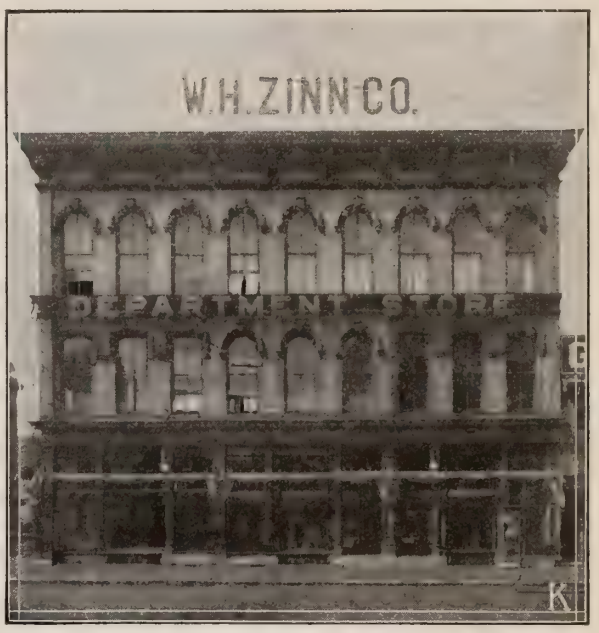
FRONTS THAT PAY AREN'T MYSTERIES

You've seen Store Fronts that fairly made you stand off and gaze with wonder. You look at them as a whole—the underlying details all go to form a big attractive and complete Store Front. You wonder why you can't fix your Front like it. You can—it's not difficult. The one principal feature is to **fit your Front to your own business.** There are a multitude of details to decide upon when installing a new Front—each one has its purpose. Many merchants simply put up a front with glass in it then wonder why business doesn't pick up—wonder why their Front does not produce more sales. The trouble is the Front is simply a partition—not characteristic of that Store.

We have worked out these points with thousands of Merchants—in big and little Stores, and have amassed a wealth of knowledge about Store Fronts. In 1912 more than 6,500 KAWNEER FRONTS were installed—in every nook and corner you will find them. Daily we receive letters from Merchants in all kinds of retail businesses asking for our suggestions—and daily we receive letters from Merchants telling of the success of their KAWNEER FRONTS. In April we received more than 400 coupons from Merchants wanting to know more about KAWNEER.

The coupon in this advertisement entitles you to a copy of our Store Front book called "Boosting Business No. 21." This book is compiled after seven years' of specializing on the one subject of Store Fronts. Our experience in solving the Store Front problems of thousands of merchants has placed us in a position to absorb knowledge that cannot be bought. This is a Merchant's book — written for the Merchant and containing suggestions, photographs and information for the Merchant. It will go free to you upon receipt of the coupon with your name written in.

If you bought an automobile delivery truck recommend that particular kind to your neigh play system or any other business-help sys would you tell your neighbors to fall in the Throughout the Dominion you will find Merch who have put them in only after exhaustive in STORE FRONTS would do more to boost they might adopt. As Gerhard Heintzman, speak for themselves, and we are sure if you tive customers the work you did for us you than seven years we have been manufacturing are able to help you as we have helped other business for you.



A TYPICAL OLD-FASHIONED STORE FRONT

Don't be afraid of giving your show windows too much attention. KAWNEER STORE FRONTS ARE pumping the very life blood of prosperous retail Stores throughout the Dominion. Take an abstract example—let any man, woman or child be consciously or unconsciously in the market for a new hat, a pair of shoes, a new waist or anything in fact. Turn this buyer loose on a business street in your home town. Which Store will get the business—which Store will make the profit? Seventy-five times out of one hundred it is the Merchant with the attractive Store Front—the Merchant whose Front spells "welcome"—whose Front gives the impression of returning most in exchange for the money spent. Look at this from the position of an ordinary buyer. With the most crude window display efforts you can trace a certain number of sales—then isn't it reasonable to base your conclusions in a practical proportion.

SELF BY THE OTHER MERCHANTS

NEW STORE FRONTS

and found it to be unsatisfactory would you
bor? If you installed a carrier system, a dis-
tem and it fell short of what you expected,
same pit?
ants behind KAWNEER STORE FRONTS
vestigation. They found that KAWNEER
their businesses than any other selling element
Limited, Toronto, Can., says: "The Fronts
take the trouble to show any of your prospec-
will surely secure their contracts." For more
business-pulling Store Fronts and believe we
Merchants. Our business is to make more



SEE THE DIFFERENCE BETWEEN THIS KAWNEER STORE FRONT AND THE OLD "GRANDPA" TYPE

Here is shown an every-day example of "KAWNEER transformation." The whole Store was changed by a change in Store Front. This Merchant now shows every line, every day. Just think of the dead stock on your shelves back in the corner. You can move this by proper display — a KAWNEER STORE FRONT will show your lines in an attractive, forceful manner. A KAWNEER STORE FRONT is a 365 day and night salesman.

Kawneer Manufacturing Co.

Francis J. Plym, President
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BRANCHES IN MOST PRINCIPAL CITIES

KAWNEER FRONTS "STAY AND PAY"

Only solid copper, brass, bronze or aluminum is used in KAWNEER STORE FRONTS—possibly they could be made of steel or iron, but that wouldn't effect a saving on your part—you would only have to renew it in a short time. Take solid copper for example—it won't rust, rot or warp—needs no paint and always looks clean-cut and attractive. Its cost of upkeep is absolutely nothing. Glass set in KAWNEER is held with a flat spring grip—it is protected and at the same time allows the all-glass effect.

STORE FRONT BOOK FREE TO YOU

Specializing for seven years is bound to develop ideas in Store Fronts. Our experience has been the experience of thousands of Merchants—Merchants in big Stores and Merchants in little Stores—Merchants in big cities and in little towns. Each Front has been installed under different conditions. Each Front has presented new problems. The experience we have had cannot be bought—it can be gained only by going through the same process. Our business is to make more business for you—we've summed up our experience in a Store Front book called "Boosting Business No. 21". This book is yours for the asking. Simply place your name and address on this little coupon, slip it in an envelope, stick on a stamp and send it to us. You won't have to buy now—you won't be obligated. The information and suggestions contained in this Store Front book will interest you. We show what the possibilities of KAWNEER STORE FRONTS are—what we have done for other Merchants and what we know we can do for you—then you decide.

COUPON

KAWNEER MANUFACTURING CO.,
78 Duchess St.,
Toronto, Can.

This coupon entitles me to "Boosting Business No. 21"—please send it without obligating me.

Name .....
Address .....
Town or City .....

A Design for a Background

Suggestion which is based on simplicity—Practical pointers for carrying out design — A steel-gray effect secured.

There are scores of young fellows who work in small stores who are given opportunity by their employers to help with the displays. If they are genuinely interested they study every trade journal feature about trimming to which they have access. Specially interesting are the photographs used of work by trimmers in larger stores and these have many suggestions for the beginner. The wide-awake young fellow who is anxious for new ideas that are applicable to his home needs can not do better than study these closely.

The appeal is directed to the best class of buyer. The merchandise is always the newest and snappiest and usually about each display there are features distinctive and worthy of copy or adaptation.

It sounds odd, but the strongest feature of these displays staged by men who are the acknowledged leaders of their profession is simplicity.

The accompanying design is closely modeled on a setting used in the windows of the Marshall Field Retail, Chicago, a year or so ago. It offers a simple suggestion to the trimmer in the small town. The trend of high class stores is toward simpler backgrounds that do not detract from the merchandise shown. Either mirrors or beautifully panelled woods are much in vogue and even some very noted establishments are using papers closely imitating wood for their settings. The manufacturers have developed these till there is little apparent difference from the genuine wood and they are inexpensive.

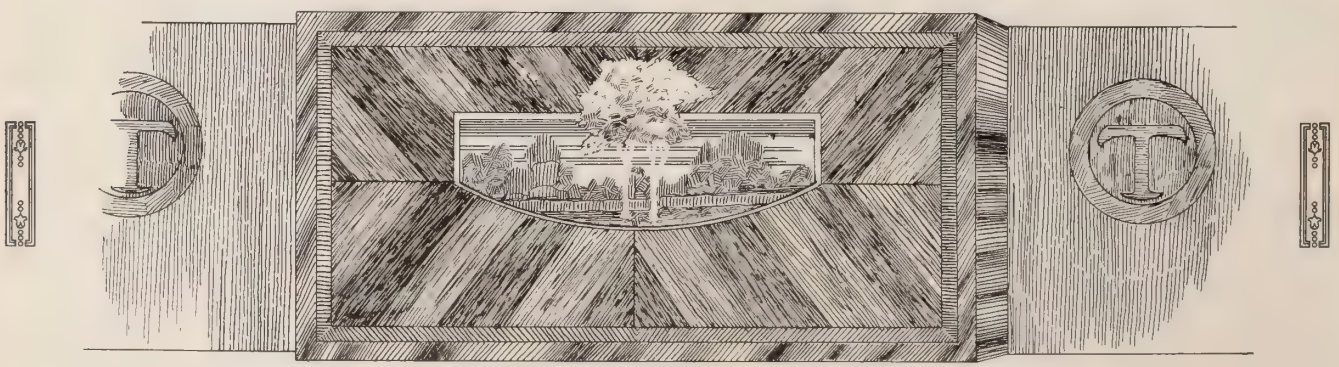
One of these papers, a beautiful steel gray effect, is used as a basis for the design. As suggested in the sketch a false back, half the window length is projected in about twelve inches to break the monotone of line and color. This back may be of composition board or a frame of rough lumber covered with muslin to give a smooth surface for pasting the paper.

The same method a cabinet maker applies in obtaining an inlaid effect is used in developing the design. Bias strips each alternate strip having the the grain reversed are pasted on the muslin covered or composition surface. The edges do not lap but are cut to exactly join and much of the success of the scheme depends on the nicety of this work .

A section of wall paper border in delicate tones of gray and green is inset as suggested. A novel effect is had by breaking the lines with the tree foliage. Paper of this or similar design is not hard to procure. The side panels feature the firm monogram or initial developed with the inlay treatment. These are suggestions only as the decorative devices which can be used are only limited by the ingenuity of the trimmer.



Suggested shell form or column drape with contrasting girdle and hobble sash to match. It is simple and easily arranged on either form.



CANADIAN FUR TRADE NEWS

Conditions Affecting the Retailing of Furs

Buyers are proceeding cautiously at this stage—Strong novelty trend is noted,—Obtaining a satisfactory service.

NOW THAT the different fur ranges have been on the road since March 1, travelers are able to estimate market conditions. The usual comment is that furs are a hard proposition this year. Last year's carried-over stocks are heavy in several sections. Some representatives claim that merchants are not willing to place orders until later, because of the uncertain financial conditions. At any rate early placing is progressing slowly with more than usual attention being paid to competitive ranges. There is more time for this because of slack business.

The most likely reason for slow business is that buyers want to see the ranges and satisfy themselves as to values and novelties. Another reason is that the trend of sales novelties and style is getting more extreme each year. There is more speculation and necessity for larger profits, because of the increasing overhead expenses. The real selling season of furs is short enough and the prices being asked are so advanced in some instances that furriers are not prepared to buy. In other cases, except for a little sorting to round out next seasons' showings, merchants are not buying any quantities. These orders, according to report are only at last Fall values in grades which are being offered to invite early business.

Another feature of fur wholesaling is seen in the different ranges as furriers become familiar with the numbers. Some firms are only distributors when the trouble is taken to find the source of manufacture. Several fur coats and pieces are identical in half a dozen different ranges. Prices do not vary much, but the manufacturer of the furs referred to is responsible for the deliveries of all these ranges including his own. Furriers can readily see how these conditions effect their service. Furriers have to protect themselves as far as possible. The nearer the source of production their order is placed the better department service they can depend on.

Obtaining a satisfactory service is one of the problems of fur retailing. The fur trade is so uncertain on account of climatic conditions that merchants are forcing wholesale furriers more than ever to carry the stock. With prices on an upward trend, manufacturers can afford to do this. At the present time, some furriers have at least a quarter of a million dollars of Fall 1913 furs prepared for next season's business. Some one has to take the responsibility, These are the firms, who are able to give an unlimited service for special or approval orders on high-class and exclusive merchandise.

The necessary investment and the advancing prices of furs give retail furriers no other option. The best arrangement which competition suggests or good buying indicates is made but the manifold problems of fur merchandising are never entirely solved. Merchants are always limited by what they can sell either in the regular way or by demonstration.

Novelty is the main reason for later buying. It probably accounts for a hard early selling season, complained of by travelers. The attitude of the buyer is right because the influence of style is not set entirely by early showings. Neither designer nor buyer are absolutely sure of the style changes which always come with the advance of the season. The staple end of the fur business is not showing proportionate increase in sales and profits. The same condition is found in many other departments of the store. Each year finds the buying postponed so as to embrace as many novelties as the department can safely handle.

A strange part of this novelty trend is that retail furriers do not benefit as much as might be expected. This is evident from the experience of many furriers during special exhibits or demonstrations. It is invariably the rule that higher grade furs than those usually carried in stock are sold at these events. Better salesmanship is not the reason for the difference. Therefore, representatives have a good selling argument in talking against the policy of cheap furs. They can show that most merchants buy values to meet standard selling prices, when the real

(Continued on page 28.)

DRESS ACCESSORIES

Summer Lace Season Slow in Developing



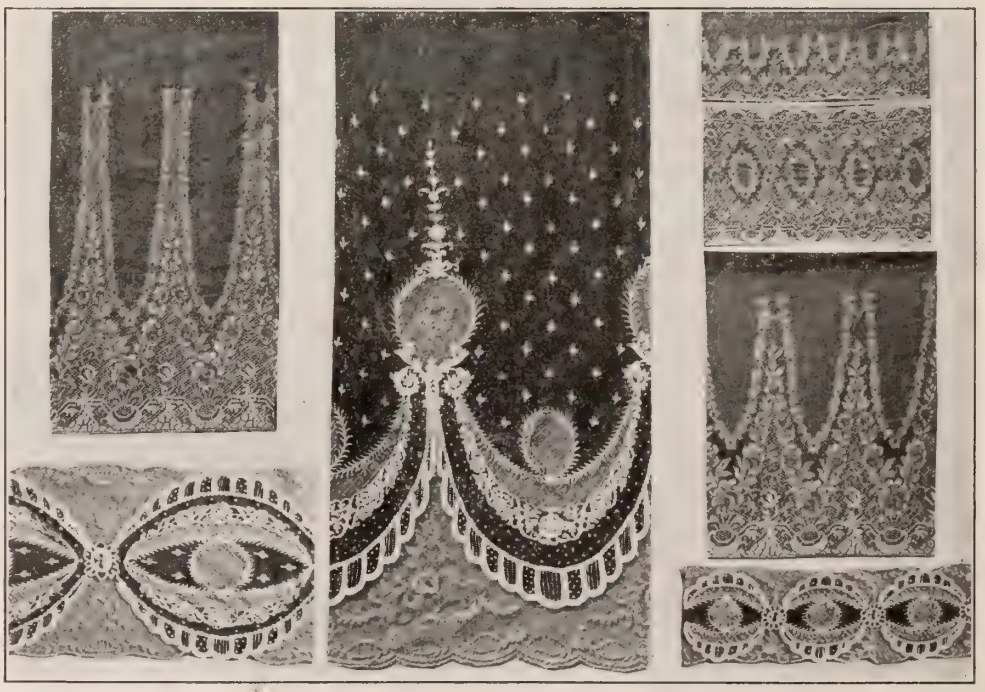
The cutting up trade buying shadow laces for Fall—Shadow laces used for dancing frocks—Cluny expected to come to the front later—Increasing staple sale of Malines and fine Valenciennes.

SO FAR nothing has developed to affect the continued supremacy of light laces. The popular shadows still lead and not only will they run to the end of the present season but dress and blouse manufacturers are buying shadows freely for Fall.

Very smart little dancing frocks for summer wear are appearing developed in shadow lace with draperies of chiffon in such colors as pink, maize, ciel or nile green, and with satin girdle to match. These dresses are made of allover and 45 inches and 27 inch flouncings. The shadow lace blouse also promises to have considerable vogue, and the new net and chiffon blouses are all trimmed with shadow lace.

From the very nature of the laces used at the present time, lace plays a more important part in the fashioning of the dressy than the every-day gown, and such laces as Chantilly, Alencon, and Lierrie are those most worn. Double flounces decorate many skirts, and tunic effects are developed from 45 inch flouncings and allover laces. Laces are much used in the form of pleatings to finish the cuff of the long sleeves.

Warmer weather is expected to bring out an increased demand for summer laces and, when this happens, the trade is prepared for a run on Cluny laces and on the lighter makes of Venise. For underwear trimmings and for general trimming purposes, Malines laces are good and there is a popular demand for the finer Valenciennes.



Notice of Change of Firm

The

M. A. Holladay Co., Ltd.

Successors of

Sandersons, Limited

The above firm have taken over the stock and goodwill of Sandersons Ltd., and will confine their efforts in future to the manufacture of ladies' waists, neckwear frillings and accessories. Of these a most complete showing will be made for the Fall business.

Our designers having returned from the fashion centres with the newest creations.

The keen buyer will find many intresting trade winners amongst the immense stock of laces embroideries, veilings, dress trimmings, handkerchiefs, etc., which we are offering to the trade at very much reduced prices in order to permit the development of our factory.

The

M. A. Holladay Co., Ltd.

TORONTO **CANADA**

White Neckwear Strong for Summer Selling

Summer selling in ladies neckwear is settling down into a big season for white neckwear. Crepe materials, both in silk and cotton, are in first position only. As far as crepe de chine is concerned, this material is one of the many that is in decidedly short supply. Besides crepes, shadow laces and nets are most used materials. The uncovered neck and the deep V in front rules and, therefore, the majority of neckpieces are made to correspond. Collars are of various shapes but the epaulette shape stands first. There are still any number of women who do not care to adopt the uncovered neck and open front, but yet wish to have a smart neckpiece. For their benefit some smart stocks are shown developed in moire or taffeta with pointed turnovers of embroidered linen or poplin. There is a stock piece of the silk finished with either a smart bow or with ties, the ends of which are embroidered in bright colored wool or floss silk. The latest novelty in turnovers has elongated points that come right to turn of the shoulder.

Guimpes and chemisettes are among the best sellers. The new guimpes have either the high neck or an epaulette collar or a fichu like frill attached. Many chemisettes take the form of a vest and are developed in pique, poplin or ratine. Some have touches of embroidery and are closed with crystal or newer still French pearl ball buttons. Paris developments are always interesting though they are so often modified before they reach the Canadian market. The collarless waist with the extreme V front has taken a firm hold in Paris, and to go with it the Parisian woman is wearing a kind of Medici or full Elizabethan ruche, made of white tulle or chiffon or of frills of tinted cream lace. Some of these ruches are so full as to remind one of a ruche of ostrich while others take the form of a turndown collar. Pleatings are strong and are used to trim sleeves or to finish the cuff of the long sleeve.

Ribbon Prospects Good

Demand centreing on light colors, such as sky, pink, ivory and white. Velvet ribbons wanted. Also warp prints in light colors.

Activity in ribbons still continues and the promise is for an exceedingly big summer season. The demand is changing and the warp prints and dark effects that have sold so well up to date are giving place to light colors. Moires, satins and taffetas in such shades as ciel, pink, China, white and ivory are now being asked for. Up to date the manufacturers have given little attention to the producing of those colors, as they have been busy taking care of orders for the darker fancies. Therefore, there is not great stock to draw on, and the supply is not large, and there is a possibility that a shortage will occur, Velvet ribbons for sashes are looked upon as another big item. It will be remembered that the velvet sash developed strongly late in the summer season last year, and present indications are all in favor of an even more extensive vogue during the coming summer months. Handsome warp prints in light colors will also be extensively used for girdle and sashes.

St. John, N.B.—Fire broke out in the stock room of the Marr Millinery Co., doing damage to the extent of $800.

Novelties in Embroideries

Persian, Indian and Chinese patterns in softer colors shown for Fall—These designs on black net the latest novelty—Jouy and Futurist patterns shown on voiles and crepes.

The possibilities of colored embroideries are to be amply exploited for dressy and evening wear in the coming Fall. The popular creation crepe voile is shown with colored embroidery but the new embroideries are more Persian, Indian and Chinese in pattern and coloring. It should be noted though that the pine pattern so popular a few seasons ago is not included. This means that the design is more rich and brilliant, is softer and more subdued. The combination of blue and green with just a hint of red is very much featured. These Oriental patterns are also brought out on a black silk net ground and, combined with lace, should make up into very handsome gowns.

Embroidered crepes, embroidered voiles and embroidered marquisettes are showing with wreaths and festoons as a border and with detached sprigs of chubby Futurist roses in soft yet strong tones of vieux rose, vieux blue, and mossy greens. All these embroideries come in 45 in flouncings and have bandings to match.

Sterling

"Conforming to the highest standard"

Bait and throw in your hook for that novelty-seeking trade—it pays best

If it were not for the novelty business — the extreme styles, the constant search for something new, something different, what would the trade be to-day? It would be mere nothing, money would be tied up tighter than the bark to an iron-wood tree. It is human nature that gets the better of the people's pocket book that keeps money rolling and makes good times.

With the "Sterling" high-class range of novelties in Laces and Embroideries, natty, snappy styles in Veilings, Neckwear, etc., etc., you can secure this business and increase your profits. To try is to succeed.

Newest Arrivals are:

The Polo Collar,
The Sunshine Girl Collar,
New Bulgarian Collar,
New Lace Bows and Jabots.

All High Grade, Sterling Quality Goods

The

Sterling

LACE and NOVELTY COMPANY

80-82 Wellington Street West
TORONTO



Whenever your stock of any number in your Ribbon epartment gets low—Make a note of it. Better still —Send us a card at once, stating your requirements, and we will ship by return mail or express.

Don't give your customers a chance to say you didn't have it. Forestall that by ordering promptly.

Wide Satin Ribbons for Sashes are very strong; also Velvet Ribbons in 2, 3, and 4 in. wide, satin back.

Whatever your needs in Ribbons Send to—

Walter H. Barry & Co.

MONTREAL

"Ribbon Specialists"

WINNIPEG BRANCH:
222 McDermott Ave.

The Drape Veil is Coming

Indications point to a revival—Ivory and oyster shades are said to be taking place of white.

The veiling business is still keeping up in the retail stores and the demand is running more to colors. Purple and taupe have sold well and the color novelty, according to the latest New York reports, is the fancy for ivory or oyster shades instead of white.

There is a feeling that a revival of the drape veil is due and should this materialize both Shetlands and lace bordered veils will be good. There has been much talk of a hat with a drape veil designed by a leading Paris artist for the house of Paquin. This hat has attracted wide attention and has been featured in the majority of American and European fashion journals. Panama hats are to be extensively worn in the coming summer and the drape veil, it is felt, would be a most becoming and attractive adjunct.

Ribbons Coming to the Front

There is yet an increasingly better outlook for ribbons. Ribbon loops, bows and other trimming features are growing in popularity and there seems to be every indication of an increasing vogue and an extended run. Not only are ribbons good for millinery purposes but suit, waist and costume makers are taking them up for trimming effects and are featuring them in this manner on Spring and Summer models.

Picot and fancy stitched edged ribbons are very much used and this edging is applied more particularly to faille, moire and cords. Narrow, fancy taffetas in gay Bulgarian colors and there are also gay colored Roman stripes showing.

In high-class ribbons, velours are prominent. These ribbons come in tapestry, Oriental and floral patterns. Warp prints are distinctive as they show large floral designs showing poppies and roses on deep rich grounds. Brocades are also showing and from the prominence of brocades in other lines should do well.

Departmental Store Opened

Yorkton, Sask.—The Hudson Bay Company marked the celebration of their 243rd anniversary in the opening of their magnificent new departmental store at Yorkton, which has been made a great occasion in the town. A. H. Doe, assistant stores commissioner of the company, was present. H. E. Burbidge, chief commissioner, is in England, but sent a congratulatory cablegram.

Conditions Affecting the Retailing of Furs

Continued from page 23.

profit of the department results from early novelties or higher priced or select furs.

The investment required to handle this more exclusive business satisfactorily is not any greater than heretofore. Good merchandising reduces the amount of staple stocks, depends on quicker turnover and uses equivalent capital. The sales result hinges entirely on the agreement under which the department is handled to give the best service possible. For instance, if the manufacturer were willing to provide a selection of furs on a 20 per cent. basis, the grade of goods presented to customers would be about the right standard. Under these conditions furs are sold which merchants never thought they could sell. Prices show a double profit at that.

Close knowledge of the trade is sometimes a detriment to good business. It is not always practicable to foresee the exact standard of sales, which the season may produce. If the coming season is to be successful and stocks made representative, merchants will have to take more novelties and corresponding responsibility of prospective business. Although there is never any early confirmation, the trade is always superstitious enough to anticipate a good season following a hard one. An early prospect of a late season usually finds a renewed effort for business which makes for a successful season ultimately.

These are the indications. The second trip of fur representatives is likely to find novelty business much more active than staple furs are at present.

H. L. Smyth Dead

Henry Langtry Smyth of the firm of H. L. Smyth & Company, manufacturers agents, 4 St. Helen St., died in Toronto on Monday May 5, at the residence of his only daughter Mrs. F. P. Evans, 581 Huron Street.

Mr. Smyth was born at Belfast, Ireland, in 1836. He conducted a business in this city for thirty-five years, later going to Toronto to develop a branch there. He is survived by two sons, Robert M. and Charles E. Smyth, of Montreal; his daughter, Mrs. Evans; and two sisters, living in England.

Red Deer, Alta.—C. E. Hall, who is moving to Edmonton, is holding a clearing sale of his stock of dry goods and men's wear.

Exeter, Ont.—E. N. Shier, of Kirkton, has purchased W. J. Carling's dry goods stock and has started in business at the old stand.

Calgary, Alta.—The Calgary Millinery Co., who were burned out by the fire in the Allen block, have opened their new store on Eighth Avenue West.

We Are Now Showing Our New Samples

of Laces, Veilings, Novelties, and Neckwear for Fall Delivery. Also Our High Class Line of Novelty Scarfs for XMAS DELIVERY.

Look over these lines and place your orders NOW to insure delivery from the first shipments.

Novelty Import Company

The Lace and Veiling House of Canada

76 Bay Street - - TORONTO

Laces
Embroideries
Flowers
Feathers

Gowns
Furs
Lingerie
Millinery

Gebr. Riegel & Langer
PLAUEN i/V & ST. GALL

10 Fore Street
London
Eng.

319-322 King's Hall Building
St. Catharine St. West
Montreal, Que.

Veilings

Saxe, Purple, Navy, Brown, Black, White

We carry a Splendid Assortment of Veilings and Veils in all the Popular Colors and Meshes, also

Laces, Embroideries, Nets, Chiffons, Crepe de Chine, Rhinestone Novelties, Hair Bands, etc.

ASK TO SEE OUR FALL SAMPLES.

The THOMPSON LACE & VEILING Company Limited
59 WELLINGTON ST. WEST, TORONTO. ONT.



AGENTS WANTED EVERYWHERE

Are you open for a good profit-pulling agency? We need an agent in every town and city in Canada to take orders for

Accordion Plaitings
Hemstitching
Plaited Skirts
Covered Buttons

Our display card shown in your store is sure to create a constant demand for this work, because our service fills a long-felt want among your trade.

Write at once for display cards and prices.

TORONTO DRESS PLAITING CO.
600 Yonge Street, Toronto, Ont.

"WELL KNOWN BRITISH MANUFACTURERS OF SHIRTS, PYJAMAS, OUTING PANTS, OVERCOATS, WATERPROOFS, MOTOR WRAPS, ETC., WITH LIVE ACCOUNTS THROUGHOUT CANADA, REQUIRE COMMISSION AGENTS IN ST. JOHN, MONTREAL, WINNIPEG. PRINCIPAL WILL BE VISITING CANADA IN JULY WITH COMPLETE SAMPLE RANGES. ADDRESS STEELE'S ADVERTISING SERVICE, LTD., NORFOLK STREET, STRAND, LONDON, ENGLAND."

Kindly mention this paper when writing to advertisers.

FANCY GOODS, NOTIONS AND TOYS

Developments in Fancy Goods Demand

Fancy hand bags developed in moire extensively shown—Big demand for Fall buttons in ivory and in colored galalith—French pearl buttons in ball shape and in various sizes scarce—Jet trimmings selling

AMONG THE newest of mid-season developments is the growing vogue of moire handbags and purses. To go with the present much draped gowns, the bags require to be more or less ornate and, therefore, there is a good deal of ornamentation with steel and jet beads. Expensive bags have fancy metal frames inset with mock jewels. A new feature is the handle of flat ribbon set with metal slides and pendants. These are used in place of the cord and metal chain handles. Leather bags are all small and in the flat envelope shape. All bags nowadays have the vanity fittings. Seal is the leather used and high colors such as Nell-rose, Callot blue, Russian green, and golden tan are very much in evidence.

Black leads in moire, but taupe, sand color, seal, brown, nickel grey and Callot blue are all good shades.

The buttons now selling are chiefly of colored galalith and from all indications colored buttons will be much used all through the season. The high novelty consists of the military bomb buttons in sizes about as large as a marble and down to that of a pea. French pearl buttons in similar sizes are also good, but are in decidedly short supply. Galalith buttons are very much wanted at present in ivory shades, and many of them show stripes in black or color.

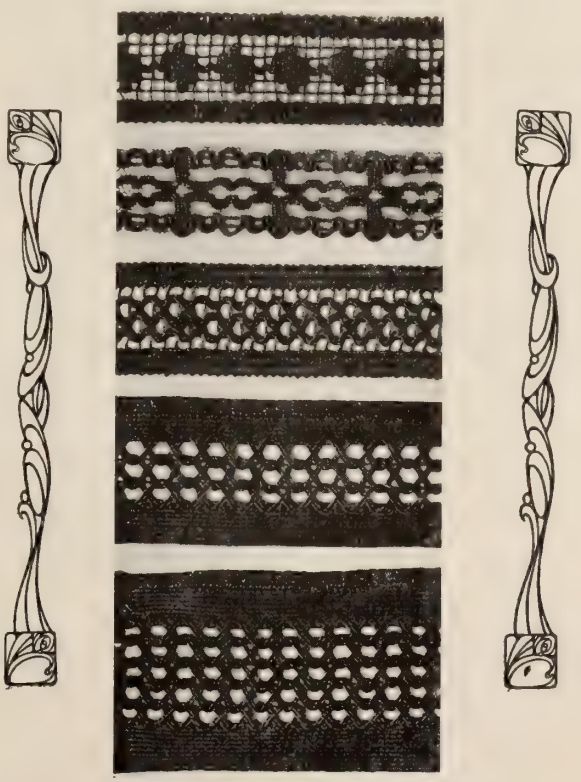
Besides buttons, buckles are expected to be good and various-sized buckles are being shown that match the buttons. These buckles, of course, are of galalith to match.

Everything points to a strong vogue of jet in the coming Fall. This Spring has seen jet well inquired for and from Paris comes information that Parisian dress-makers are making extensive use of jetted trimmings and heavy jetted ornaments.

All kinds of beaded trimmings are particularly good, the beads employed being of a light and delicate character. The trimmings are in a kind of mosiac effect with the pattern of beads set in lines on a ground of very fine net.

Beaded tunics in delicate patterns and on very fine nets are selling well now and are also included in big variety in the Fall lines.

Fashion certainly is turning towards braids. Fall novelty braids in mingled colors and black braids that are so woven as to leave spaces between the pattern, that can be placed over a band of bright color, are to be much used on Fall suits and tailored dresses. Fancy frogs, heavy ornaments, cord and passementerie buckles, and cord and passementerie girdles promise to be extensively used. Soutache braids always come to the front when braids are fashionable, and soutaches in solid color in two-tone and in mingled colors are showing. Narrow gimps also promise to be used.



Samples of braids shown by Ontario Cloak Co.

Simple styles in hairdressing will continue through the Summer months and, for the time being, there is little that is new showing in hair ornaments. The only novelty

(Continued on page 48)

HOUSEFURNISHINGS

Extending Store for Housefurnishings Dept.

L. N. Poulin Limited, Ottawa, will enlarge their store considerably and carry a large stock of furnishings—Advertising is given credit for the rapid growth of the business.

OTTAWA, ONT. — Work on extensive alterations and improvements to provide more room for the goods in the present store and an additional department for carrying carpet squares, linoleums, curtains and housefurnishings in general was begun to-day to the dry goods and furnishings store of L. N. Poulin, Ltd.

The improvements will add an extra 10,460 feet of floor space and an additional 44 feet of window frontage on Sparks Street, giving a total window frontage of 202 feet with 132 feet on Sparks Street and 70 feet on O'Connor Street. These changes are only to be temporary as Mr. Poulin intends to begin the erection of a new ten storey building some time next year, probably in the early Spring from plans that will call for a thoroughly up to date department store.

To make the additions, which are now being made, three stores adjoining the Poulin building have been taken over as they were owned by L. N. Poulin, Limited. All the dividing walls are to be removed, thus giving a floor space on each of the four floors of 9,242 feet and a total floor space of 36,968 feet.

The steady growth of the business has, of course, necessitated the enlargements and improvements. The firm of L. N. Poulin, Limited, started in business on the corner of Sparks and O'Connor Sts. 24 years ago last March in a tiny store measuring 20 x 30 feet with a window frontage of about 15 feet. The staff employed then numbered one and he was classified as errand boy and general factotum. To-day the store employs 175 and carries one of the most complete stocks of dry goods and furnishings of any house in Canada. Another evidence of the success of the business is that the first little store was rented, while to-day the firm own their own building and a good deal of property besides, adjacent to the store. The value of the site on which the Poulin building stands would sell readily for a figure closely approaching $500,000.

Mr. Poulin attributes his success to extensive advertising and always having what he advertised and standing by his ads. as to the letter; also to making sure that a customer goes away satisfied from his store. "My customers know that my ads. and my word are as good as a Government bond," said Mr. Poulin to our correspondent.

The way the business in all departments has grown lately he says has been phenomenal with the result that the present store is much too small for its requirements, hence the immediate need of additions to provide extra space for all departments. The improvements now being carried on will be completed in about two or three months.

Oriental Rugs



None but the genuine in the "Levon Babayan" line

From East India, from Smyna, from Persia, and the Caucasus come our immense showing of genuine Oriental Rugs—the finest high grade rugs known to the trade.

There is a tremendous growth in the demand for Oriental floor coverings —for the genuine. Let us show you our range. Our prices are right and ensure liberal profits.

Mail orders receive prompt attention.

Levon Babayan

Wholesale Only

77 Bay St. Toronto, Ont.

Constantinople, Smyrna, Tiflis, London

MILLINERY DEPARTMENT

Summer Novelties for the High Class Trade

Neopolitan, hemp Panamas and peanuts the popular Summer straws—The new Panamas are flower and ribbon trimmed—The ultra trade again taking up the black hat.

THE BETWEEN season time, when in the millinery houses the coming season is becoming more important than the one that is passing has arrived, and in the retail stores the importance is felt of clearing stock rather than featuring new styles. From the general reports a better than the average trade has been done, and a season that began extra early is still keeping up fairly well. Hemp has been the best selling straw for the early season, but for Summer wear crin or Neapolitan, Leghorns, Panamas and peanuts are the leading straws.

Though the smaller centres are settling down into mid-season in activity, the city stores and the high class trade are lengthening their season by the production of Summer novelties in outing and dress hats. The usual run on Panamas is increased this year by the bringing out of this straw blocked in shapes along the prevailing fashion lines. Panamas up to date, have been trimmed with just a ribbon or a cord, but this season, they are being treated more like Leghorns and are trimmed with lace and flowers.

The latest news from New York reports a marked preference for the use of Malines, crepes, and light laces. Malines is draped over the crown of straw shapes, and brim extensions, pleatings and ruffles are much in evidence. The hat veiled in crepe, either plain or printed, is also very much used. Sometimes the whole hat is covered or again it is only the crown or perhaps the brim. The very latest, however, is the hat of Chantilly lace fitted as smoothly as possible over a wired foundation.

Pokes, mushrooms and drooping shapes are excellent, but there is a developing preference for sailor shapes—not so much for the stiff English sailor, though it is worn as for a round crown model with a moderate brim drooping both at the back and front. Summer shapes are decidedly larger, but are not of the extreme size we have been accustomed to in the last few years.

Ribbons have had a great sale this Spring and promise to be just as good for Summer selling, and most probably will extend their vogue over the coming Fall and Winter season as their revival is too recent to admit of a change that will relegate them to the background.

The interest is keeping up in flowers, and there is some call for fruit. A new idea is to combine roses with ripe wheat.

While the hat of color dominates and will dominate the popular trade, milliners who have ultra fashionable women as their customers cannot overlook the fact that women of this class are favoring the all-black hat. When the great popularity of the colored hat is considered, the fact that the black hat is again smart is not wonderful, for women who dress always drop a fashion when it obtains a wide popularity.

The new black models are both medium sized and small, and the brims are both upturned and drooping. The elongated sailor shapes in Milan straw are very smart. Black moire ribbon and huge pompoms of black ostrich or mounts of Paradise are the most fashionable trimming. Ostrich novelties, goura and numidi are also used, the ostrich being of the uncurled variety. Many of the bows used are enormous and they are arranged in upright form.

Hats that are not so severely tailored are frequently coveed with net or lace. Black net is loosely arranged over crown and the brim will have the net gathered into a double ruffle that is allowed to droop slightly over the edge. Sometimes this gathered brim is of lace.

Both shadow lace and Chantilly are the laces used and Brussels net and Malines are the nets. Ribbons and feathers are the most used trimmings.

Dress Accessory Illustrations

On page 24 in the department devoted to dress accessories, are shown two illustrations. The crepe voile flounce and band in Persian patterns in soft blues and greens with a hint of dull red is shown by courtesy of Thompson Lace and Veiling Co.

The handsome lace samples at the bottom of the page are shown by courtesy of Gebr, Riegel & Langer. They represent a distinctly new trend.

What Paris is Showing in Summer Millinery

Novelties featured in mid-season millinery — Poiret shows second Empire helmets and pokes — Fashions from Louis XVI., Directoire, Restoration and First and Second Empire periods.

Paris, May 20.

WITH THE coming of Autumn the fad for strong color contrasts will again assert itself, for it is only its total unsuitability for Summer wear on this continent that has checked its course. Three and four tones will be blended together, but the effect aimed at though brilliant will not be so garish as the combinations that have been in vogue this Spring. There is a leaning towards the combing of vivid, medium and dark shades of one order and most probably this feature will develop in high class millinery and neutral tones will be used toned up with brilliant colors. All the new earth tones such as potter's clay, dust, fog, slime, and mist grey will be used, and the new color card provides a wide choice of lovely colors to be used in combination.

According to what Paris is showing now Directoire and Foist Empire pokes and bonnets should be good for Fall for they are the new thing in millinery in that gay fashion centre. Hats suggesting helmets, shakos and military caps such as were worn by the belles of Napoleon's court are shown in all important ateliers. Poiret is the leader in favoring millinery of this kind and he has brought out a number of very smart helmet styles copied from antique Greek, Roman and Persian models. These helmets are by no means small, though they fit the head closely. They are quite elaborately trimmed, jewelled ornaments, plumage and ribbon being most used.

But the plumage trimmed helmets are not the only styles, for there are very many flower-trimmed bonnets and broad drooping brimmed hats of Leghorn worn. Horsehair and Milan are also good. Designers are drawing their inspiration for hats of this type from the period of Marie Antoinette, the Directory, the courts of Josephine and Marie Louise, and also from the periods of the Restoration and the early days of Eugenie. Therefore it will be seen that a wealth of beautiful models are worn and that an exceptionally interesting millinery period is ahead of us.

The Maison Lewes is specializing on Louis XVI styles, and dainty bonnets of Neopolitan and tagel finished with pleatings of tulle and trimmed with clusters of hand-made flowers and knots of soft ribbon are the trimmings most used. The famous Marie Antoinette toque copied from Vigee Lebrun's picture is closely copied. The full crown of one of their best models is made in dull panne velvet which stands up high above the frills of tulle, composing the brim. The sole trimming of this hat is a bright golden yellow rose and an upstanding plume of marabout. Charlotte Corday models have the crown of unlined and unwired tulle with long scarfs of tulle or lace fastened to the back and draped over the wearer's shoulders. Suzanne Talbot favors hats of this type and is trimming them with floral wreaths and sprays. Large flat Leghorn shapes have broad ribbon velvets drawn across the top and tied on the right side of the brim with a large flat bow, while the left side is trimmed with one immense rose. Talbot is also showing smaller models trimmed with satin rosettes in such combinations as helio, maize and salmon pink. These hats turn up at the back, and the rosettes are placed on each side and from them and crossing the bast of turned up brim swings a detached band of ribbon folded into an inch wide strap outlined with tiny roses. Georgette is featuring pronounced Empire models in color effects that closely copy those worn in that period. At the race at Longchamps one of her mannequins wore a helmet bonnet of terra cotta Milan trimmed with Paddy green moire ribbon and with a towering panache of beautiful ostrich in both colors placed at the back.

Georgette is also showing small hats in Milan and hemp in deep Russian green, and myrtle shades and in the new vanilla brown. The feature of these hats is the immense ostrich and paradise mounts that are used to trim them. These feathers by the way come in wonderful color blends; one seen on a small myrtle toque was of deep vieux rose, tipped with grey, green, beige and old blue at the tips.

Quill trimmings are used on many hats and the variety of quills seen is endless and a new way of using quill trimmings is very much favored. The quills are laid flat against the rolled up brim on each side with points crossing just above the crown at the back. Long pointed wings are also used in this fashion. Narrow fancy wings in lovely color effects are also much used.

Satin crowns are even used in lingerie hats, but the satin used is not the usual millinery satin, but on the soft drapy charmeuse or liberty order, the unlined crown of satin is a Lewis novelty. Many hats show the greater portion of the brim covered with satin and the straw appearing only as a brim facing.

Aigrettes are much used in Paris though Goura is sometimes substituted, and ostrich and aigrette are often combined. The question mark continues to be used with the base decorated with twists and bows of ribbon. Pheasant plumage is good and drenched and burnt effects are still in vogue. Pasted feather ornaments and bands come in lovely combinations of color.



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The Claude Freres Color Card

It is quite a number of seasons since green was a prominently placed color, but a series of green shades occupies the premier place on the new Fall and Winter color card just put out by Claude Freres. The lightest color is called "absinthe," and varies little from the Paddy or Empire shade that has been used in the past seasons. The most important color in the series is the darkest tone. This is the much-talked of Russian green, which has been featured abroad since the February openings.

A very handsome blue series is placed next to the greens. These blues are on the green order and the lightest shade "Indien" is a lovely turquoise shade, while the middle numbers are perfect canard and the darker colors are steel grey in tone.

After the green and the blue series comes "giroflee" or wallflower series, which is much the same as the "capucine" or nasturtium series which includes such colors as coque-de-roche, mandarin and burnt orange tones. These colors have been very prominent during the past season and Paris thinks well of them for Fall.

Next in order come a set of greenish yellow tones which are expected to be very prominent. They are Rose, The Chartreuse and Citronnier.

A set of vieux rose shades of very great beauty and softness of color is shown, the deeper shades running down to beautiful wine reds. This color is expected to be unusually good in the coming Fall, both for use alone and for combining other colors. Navy blue is represented by three dark tones of true navy named Admiral, Dunkerque and Brest. Another set of shades of which great things are expected is a set beginning with a sand color and ending in a rich deep bronze.

The new reds are indicated by their names—"oiellet" or carnation, geranium and sorbier or berry red..

Next in order come a group of grey blues delightfully soft in the lighter tones and shading down to corbeau in the darker shades. Succeeding this series come three full violets, the names of which give a very clear idea of the nature of the colors. They are Parma violet, purple dahlia and pansy. Paquerette or English daisy, begonia, camelia, current, ruby and portulacca need no comment as the names carry their own description.

The metallic greys chosen are particularly pleasing and combine well with almost all of the brighter tones. They are steel pewter and lead.

The set of six grey greens will also be found useful for combination purposes. The lightest tone is a soft lettuce green, while the darkest is a perfect olive.

The fur browns are bound to be prominent in next Winter's millinery. They are loutre, castor and marmotte and the series of rich mauve shades that come next are very suggestive of handsome plushes and brocades. A range that is sure to provoke interest and which should stand out prominently is the one showing the vivid gold shades, "Soleil," and "Bouton d'or." These colors are shown extensively in the new plumage and ostrich effects.

Terra cottas are favored in dress fabrics and therefore are certain to be wanted in millinery. There is only one range of terra cotta shades on the color card, but the tones themselves are particularly pleasing. Very beautiful also are the three greenish blue shades named turquoise, Saphir and Capré. The next series is also a pleasing set of antique gold shades, the lightest of which is "canari," and the darkest—a rich bronze—is called "ermite."

Three delicate salmon pinks that will be very useful for combining with the darker colors, make up a particularly pleasing color series.

Just at the moment the pronounced use for flower garnitures is at its height. Compact flower crowns is the new feature, and pansies, marguerites, flat roses and nasturtiums are the flowers most used. Anemones, and wall flowers, dark brown and gold dandelions are some of the flower novelties of the season. Breton sailor shapes are covered with crepe and trimmed with clusters of small flowers and long and short loops of velvet ribbon.

Post Impressionistic Flowers

Paris featuring flowers which are based on the new art development.

A new feature in Parisian millinery is the extensive use of flowers following the crude designs and the glaring colors of the Post-Impressionistic school of art. Manufacturers have found inspiration in the new art and the result is a weird lot of flowers which, however, are decorative to the last degree. Parodies of daisies, marigolds, poppies, corn-flowers, and bluebells are gathered in bunches of assorted colors, and these bunches are used with ostrich and ribbons.

Odd-looking flowers that look as though they were made of patent leather. The idea behind all these flowers is not, as heretofore, to imitate nature as closely as possible, but to give an impression of a flower only. Therefore the beautiful French roses and other flowers are not seen and these bizarre productions for the time have the call and the lovely imitations of natural flowers are neglected.

Another novelty that is being introduced is shadow foliage. This is produced in white, pink, pale blue and other delicate colors and is more ethereal like and more like the shadow than the actual foliage. This kind of foliage has been rapidly adopted.

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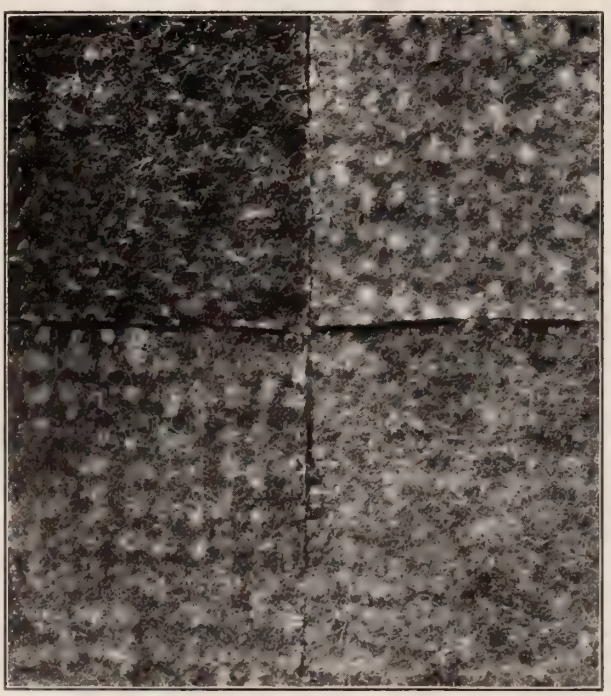
DRESS GOODS AND FABRICS

Crepe de Chine Leading Summer Fabric

Crepes heavily bought for Fall—Brocades in solid colors the best sellers—The position of prints not certain yet—Manufacturers showing Persian and Indian patterns in softer colors for Fall.

THE PAST FALL and the early spring has witnessed a bigger sale of silks than has ever before been experienced by the Canadian trade. There is a falling off now, due in no measure to any decree in favor for silken materials, but to the beginning of Summer selling and to the growing importance, therefore, of cotton fabrics. The exception to this condition lies in crepe de chine. Crepe de chine is to have a wonderful Summer vogue for waists, and for Summer dresses and for other purposes. Crepe de chine washes excellently and, therefore, may be classed as a washing fabric. For the past two months crepe de chine has been in short supply, and at the present time there is considerable delay experienced in filling orders .

Advance buying points to a big season in piece dyed materials, for even in brocades it is the solid colored patterns that are selling best. So far the materials taken are crepes, satins, messalines, charmeuse, and poplins in both plain cloths and self-brocaded patterns. Moire heads the list of novelty silks. It has gained considerably in popularity since it was introduced early in the present year, and the way in which the trade is taking moire ribbons should extend its vogue. For the coming Fall moire has been taken up to a certain extent by the cutting-up trade, both for trimmings and for dressy costumes.



Novelty mixture cloths, brushed finish, and showing mingled splashes of high color. Shown by M. Pullan & Sons, Toronto.

Paris is again favoring taffeta, and many of the leading model houses are using this material, but Canadian buyers are manifesting very little interest in this cloth.

The novelty end is developing, but the place of Bulgarian patterns is still debatable. These silks obtained an over-popularity this spring and, therefore, their continuance over another season is debatable. For the city trade the outlook is not so promising, but it is pretty certain that for the early Fall at least Bulgarian patterns will sell to the trade that is only now taking up these gay patterns.

To take the place of Bulgarian, printed silks printers are showing Oriental patterns in softer colors and in Persian and Indian patterns. Another novelty put forth consists in Roman stripes. Roman stripes have been running in ribbons for the past two seasons but have not been a big item. Now Roman striped trimming silks are to be introduced to give the smart color touch in the coming Fall.

Collections of high novelties, the product of the European mills are not yet complete, but the character of the merchandise that is expected to sell is similar in character to that which was imported for last Fall. Tinsel effects are a new feature, and are applied not only to rich satins, failles and cords, as well as to crepes, chiffons and voiles. Matelasses, broches, and heavy brocades will again be important.

Map Showing Route of "Made-in-Canada" Exhibition Train

Dominion Textile Co., Ltd., will exhibit on this Train.



DOMINION TEXTILE CO., Limited

will exhibit as usual on this train.

All Classes of Cotton Goods Exhibited MAY 14th to JULY 4th, 1913

Time Table Showing Time of Exhibit at Each Station Will be Found on Page 58

Little Present Development

This is strictly between seasons in the dress trade — Cloths suitable for Summer coats wanted.

It is so completely between seasons that there is little or no change to set forth in the dress goods trade. The only present movement of interest is the search for cloths suitable for the making up of Summer coats. The cloths wanted are of the soft finished velour, ratine and home-spun type in colors that may be classed as evening shades with golden tans. Apricot and yellow shades in particular favor. Novelty blues are good, and double faced cloths in oyster white and shell pink oyster and mauve, sand and China blue are much sought after. White is not so much considered at the present moment, but sales are picking up and the rougher serges are expected to sell for smart hip and knee length coats. Home spuns are being featured for coats of this class.

Ratines are asked for, but the supply is not equal to the demand. The present shortage in eponges and ratines both in wool and cotton weaves shows a selling strength that promises to place these materials in both plain and novelty effects in a high position in the coming Fall. Brocades are the high novelty in woollens as well as in silk fabrics and jacquards and brocades in ratine yarns on serge, cord and poplin grounds are taking with the popular trade as are the ratine brocades and brocaded velours in better priced materials.

A feature that promises to count is manifesting itself at the present time. This is the increasing sale for materials suitable for dress purposes such as wool crepes, satin cloths, reps and poplin weaves.

Cotton Ratines Short

It is difficult to get delivery of white and pale shades—Crepe voile selling well — City stores show printed crepes.

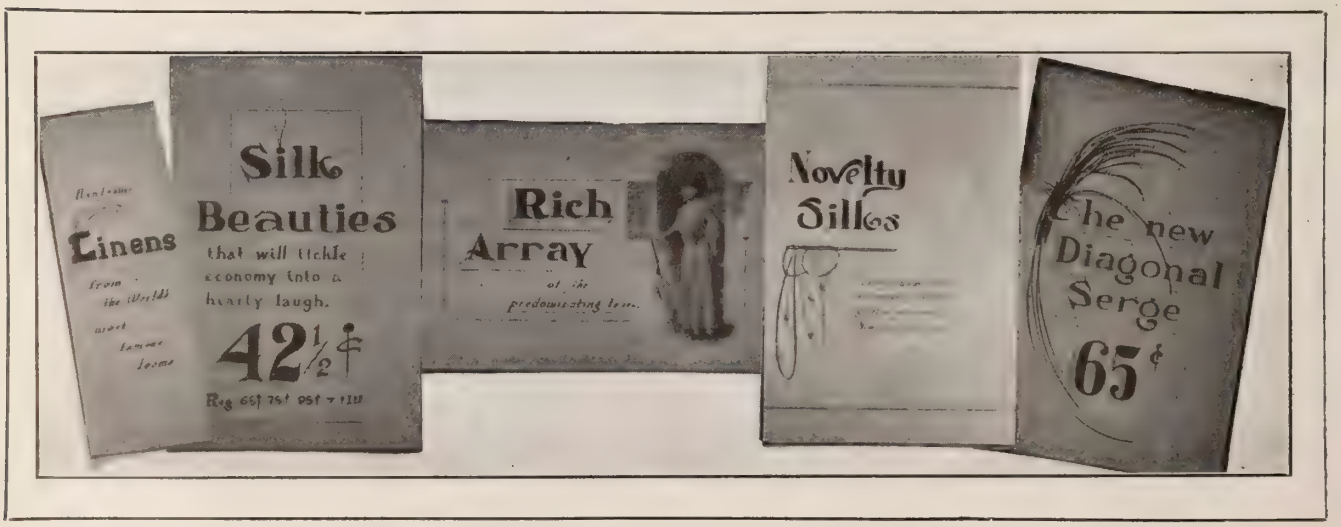
The only feature in the cotton goods market at the present moment is the shortage that exists in ratines both in white and light colors. This shortage is common both to the better grade and to the cheaper cloths. The inability to obtain ratines has worked to the advantage of dress linens as linen as a rule forms the second choice.

Jacquards are the high novelty, but the high grades are now being initiated in lower priced cloths that are not so desirable.

Next to ratines, crepes are the sellers. Crepes with a ratine stripe or check are good, and crepe voiles are moving well. There is a heavier make of crepe that approaches more nearly to a fine ratine that is proving desirable. The large city stores are showing printed crepes in what are termed Bulgarian patterns, but they are more on the Jouy and the cretonne order and, though distinctive, they are softer toned and on a totally different order of patterns from the brilliant printed silks that bear that name.

Editor Dry Goods Review.—"We require some paddy green underskirts with jersey top, and elastic band, and we would ask you to kindly advise us if you know of any firms who make these."

The Canadian Underskirt Co., Queen St., Toronto, will make these underskirts to order. Send them the length required.



Neat dress goods cards by Wallace Munroe, with the Burley Currier, Portage la Prairie.

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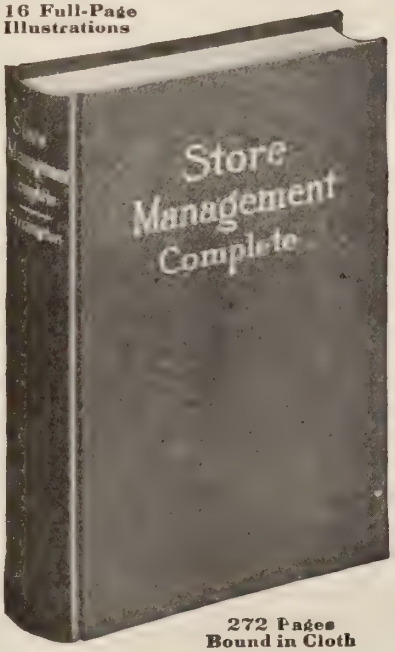
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READY-TO-WEAR GARMENTS

Warm Weather Business in Waists to be Big

Summer waists very attractive—Voile and cotton crepe the popular sellers—Crepe de chine and net waists the high novelty — Activity developing rapidly.

THERE IS decidedly more activity developing in waists now that warm weather is approaching. This is partly because waists are always practical for Summer wear and also because new ideas that appeal to the popular taste have been carefully introduced. The keynote of the new waist is sheerness and simplicity of line. Voile is the big seller in the cheaper lines and the more expensive waist is developed in cotton crepe and crepe de chine. White net is coming into extensive vogue and the novelty blouse for dressy wear for mid-season selling will be made of net or the sheerest of shadow lace, and this fashion is also carried over for Fall as some of the most attractive Fall waists show this combination.

Crepe de chine and China silk models are numerous, and the new feature is the use of white moire for the vest and collar. Satin is often used, but moire is never. Crystal buttons are much used on waists, but the new fad is for French pearl. These buttons are used in all sizes ranging from that of a marble to the size of a pea. Other waists show trimming touches of color and are finished off with fancy buttons.

The high novelty in New York is the unlined net waist. These waists can be worn over a fancy corset cover which is made to take the place of the fancy ribbon trimmed lining. When the fancy lining is added, the waist has to be dry cleaned, but the unlined waist can be laundered without any particular trouble.

Novelties for outing wear are beginning to appear. The newest takes the form of the Poiret or Balkan blouse which is gathered in at the hip-line and finished off with a deep belt or band. These blouses are made in white and colored linen and near linen materials and are very smart when worn with a skirt in contrasting color.

The new middy is the camp-fire middy which is a copy of the regulation middy blouse. Middys and Norfolk middys are developed in China silk with collar and trimmings of the same silk in such colors as blue or Nell-rose. These blouses are delightfully cool and can be worn on occasions when the cotton Norfolk or middy would not be permissible.

The sleeves of the Summer blouse are ¾ or shorter and the collarless neck with a more or less pronounced V is universal. Should the high neck be wished for, a net or lace guimpe is worn in addition to the blouse. This is a fashion that is going over into Fall as very many of the Fall models produced so far, show this feature. The more dressy waists for Fall have the shorter sleeve, but quite a number of waists have the full length sleeve, though often the lower half is of net or light lace.

The vest is an important feature in Fall models and the variety seen is so numerous as to render description useless. Net, satin, brocade, and figured silks are all used for vest purposes. The chiffon waist has suffered no eclipse and is as prominent as ever in smart lines. Crepe, both plain and brocaded is the most talked of material, and both plain and novelty silks are strong. Paddy green seems to be developing as a trimming color.

Demand for Dancing Frocks

Dancing and graduation gowns of voile and crepe shown — Shadow lace and chiffon the newest combination.

Manufacturers report a very early demand for dancing frocks. This demand is coming largely from the West, but Ontario buyers are also beginning to come into the market for simple dresses suitable for wear at the June graduation exercises and later for evening wear at the Summer resorts. Very ornate lingerie dresses made of voile neige crepe voile, sheer voile and one or two laces combined are showing. Many handsome models are made up from embroidery flouncing and in all cases the waist is very simple with the skirt in long overskirt effect. The flouncing is used for the tunic with rows of lace insertion let into the under skirt.

(Continued on page 48)

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OUR FALL LINE

Are You Not on the lookout for good, dependable merchandise ?

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Materials All wool that don't sag or shrink.

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Dainty Lingerie is Most Elaborately Featured

New York stores making extra efforts to make May lingerie sales attractive—Lingerie shown on living models at Gimbal's — New ideas in negliges.

New York, May 19. NEW YORK stores are actively engaged in the endeavor to render the May sales of muslin underwear extra attractive in the admitted hope that the results will be better than those achieved in January and February. Gimbels' lingerie exhibit attracted wide attention both because of the elaboration of the display features and from the beauty of the garments shown. The display took the form of an exhibition of French lingerie on living models. The auditorium was fitted up as a series of elegant boudoirs and the garments shown were significant of the extravagance and the taste for the extreme that is characteristic of the 20th century. The great delicacy of material and the elaboration of trimming give to these garments a daintiness and charm that is irresistible. It is not because these garments are high-priced that they are extravagant wear, for, when material, trimming, and labor are taken into consideration, the prices asked are very moderate. It is because there is so little real service given, and because one or two visits to the laundry is all they will stand. Moreover, the cost of doing them up is no trifle.

But in spite of their transparency, and in spite of their fragility, the tendency is all in favor of the buying of this class of under garment, and such a display as Gibels' are making where their transparent dainty garments are shown on handsome young women, the desire to possess becomes hard to resist.

The setting for the display of these garments was very beautiful. They were shown in a series of Louis XV. boudoirs, the floors of which were carpeted in Dubarry pink and with the huge pillars draped in damask to match. White marble pillars held baskets of damask, holding palms and ferns and Louis XV. chairs were grouped around. Four rooms contained women's garments, and two were devoted to those for children's wear.

Quite an elaborate tableaux was presented, showing first a Parisian woman in bed. After having breakfast, she rises, shows her lovely night-dress and proceeds to the bath room to re-appear in her bath robe. The bath robe is then thrown off and the model appears in her vest and chemise. Afterwards a French maid fits on the corsets. This part of the programme was very instructive, as it showed how to put on the corsets, and how, when properly laced, the corset could be made to reduce the figure to the fashionable size. Each model then put on several sets of lingerie and with the set finally chosen, a negligee gown was worn.



The summer wrap is very much draped. This coat is of satin and shows the front drapery that is so much used at present.
Chinchilla cloth is used for the development of this knee-length Fall coat.

Five Distinctive Fall Models

These coats were the ones picked out as most representative by the Style Committee at Toledo.



1 2 3 4 5

(For descriptions see page 48.)

Patrician Garments

TO BUYERS VISITING TORONTO

READY-TO-WEAR buyers visiting the city will find that a call at our showrooms, at King and Spadina, will help them immensely in making their selection of the correct styles in Suits and Coats for Fall. Our line is very complete and our facilities for showing the goods with mutual advantage are the best possible.

BEING in connection with the National Cloak, Suit & Skirt Association's Convention at Toledo, Ohio we are able to give the latest style features that will be prominent in the coming Fall season.

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Trade Patrician Garments Mark



THE new Weekly Pattern Service which LADIES' HOME JOURNAL Patterns have recently established in New York City, and which has attracted so much attention throughout the United States and Canada, is now offered to Canada. Above are the new designs offered in New York the week beginning May 19th.

This Weekly Service makes LADIES' HOME JOURNAL Pattern Styles from six to ten weeks earlier than competitors.

Full particulars, with twenty sample styles (in color) from the new Weekly Service may be had by addressing

Ladies' Home Journal Patterns **615 West 43rd St., New York**

The style of the gowns, it was noted, was taken from the Empire period and many of them had the high waist-line defined by a wide ribbon girdle of pale pink or pale blue satin ribbon. These robes were made very transparent by the lavish use of lace. The short chemises worn under the bath robe were either of crepe de chine or knitted Milanese silk.

The new style bath robes show large hoods, pointed and falling down below the waist-line. One model that has not been seen before was shaped like an Arab's cloak. Several of the models drew these hoods over their heads.

Five Distinctive Fall Models

A 45-inch coat of mole plush very much cut away in front and with the fastening well below the waist where the cloth is draped up into several folds. The collar is a large shawl one and the sleeves are cut in one with the coat in mandarin style.

This very much draped coat is less cut-away than the previous models, but is draped over to the side. The material is a stamped plush in a large allover pattern and the colors are black and Venetian red. The collar and cuffs are of ermine plush and in addition the coat is edged with a band of ostrich feather trimming. The sleeves are Mandarin or Kimona cut with the arm-holes cut very wide.

This coat is of heavy sheered zibeline cloth and is black. It is cut in Russian blouse fashion and the skirt is set on under a girdle which ends under a large ornament in front. The collar and cuffs are of black velvet bordered with a fold of grey blue plush with the join concealed under a line of fancy braid. The collar is new as it is an epaulette shape, but very much stiffened and ties at the front with a cord and tasselled ends. The buttons are large crochet ones.

Arabian lamb plush striped as though the skin ran in different directions. The length is the knee length at the back and the view of the coat shown gives a clear idea of the extent to which it is cut away. The trimming bar is skunk and the collar is a throw-over. The sleeve is set in at the shoulder and the back is very much draped. There is no defining of the waistline.

Coat of taupe Chinchilla. The sleeve is set in and the arm-hole is prolonged below the waistline and the sleeve is big and roomy. The flounce or band is slashed at the bottom and is drawn so tight as to require the body of the coat to be gathered across the back. The fastening is achieved by means of a frog made of rouleaux of the material and handsome buttons matching the color of the cloth. The lining is a rich brocaded silk in Persian blue and with the design in metal threads. The collar is convertible and is of Civet cat plush.

Demand for Dancing Frocks

Continued from page 42.

Dresses of shadow lace are new and some lovely models show flounced skirts of shadow lace and overdrapery of chiffon. The flounces are just held and no fullness is allowed to break the narrow line at the feet. Dresses of this kind are made over messaline or crepe. Slips in white or color and ribbon trimmed are also sold to wear with any dress that is unlined.

For the more mature dresses of crepe de chine, brocade and messaline are showing. Very often the greater part of the waist is of chiffon over-lace and just an arrangement of the material is used to harmonize the waist and skirt.

Developments in Fancy Goods Demands

(Continued from page 31)

that has been largely introduced is demi-amber which is a clearly marked light and dark imitation of tortoise shell. The most original designs are made up without stones in carved effect. The barrettes show a bow-knot or three interlaced rings. In ordinary shell goods, the barred barrettes set with Rhinestones are the sellers. Another novelty is the small pin, only a little larger than a hairpin with a ball at the top set thickly with Rhinestones. These come in sets of six and are very effective.

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MEN'S WEAR SECTION

Features of This Number

Elaborate fixtures and devices give wide scope for display.

Does bargain advertising preclude quality business?

Men's Wear windows with a wide appeal.

Big attendance expected at C.W.T.A. Convention.

Chinese adopt despised Western styles.

Clothes, methods and men.

A review of midsummer shirt styles.

Some style tendencies in masculine attire.

Final proceedings at the R. M. Convention.

Information Bureau.

Stock records and store forms are adopted.

Good advertising.

—T. B. C.

SPECIAL PROCESS

GUARANTEED UNSHRINKABLE

PRE-SHRUNK

CUSTOM 

MADE

No Size

EVERY IMPROVEMENT FOR

COMFORT AND WEAR

BEST SEA-ISLAND COTTON

TRIPLE STRAND—WARP AND WEFT



Have you the agency in your town for Miller Brand Unshrinkable Duck Coats?

THEY HAVE FEATURES FOUND IN NO OTHER AND WILL BE HEAVILY DEMANDED BY THE BEST TRADE

The new Miller Brand Unshrinkable Duck Garments are the only absolutely unshrinkable duck garments made—and are the only ones with which you can depend upon to satisfy your customers.

They are made from the very best duck of selected South Sea Island Cotton which has been especially pre-shrunk and tested for maximum wear. In addition it is put through our special cold water shrinking process which absolutely takes out every vestige of shrinkage and allows us to **guarantee every garment absolutely unshrinkable and shape retaining.**

Each garment is made by experts—thoroughly trained—and must be perfect under our rigid inspection tests or it is not passed.

Every possible feature and improvement is embodied in their make-up—among which are those shown in the chart below, viz.:—The wide French facing, the wide military braid covering button fasteners, pearl buttons the adjustable cuff, the underarm reinforcement and deep shoulder, curtain (bearing the guarantee label), double stitched seams and well tacked pockets with pencil division—

In fact, everything that can be devised to make

Miller Coats Best In Every Way

and the most comfortable and best fitting garment made

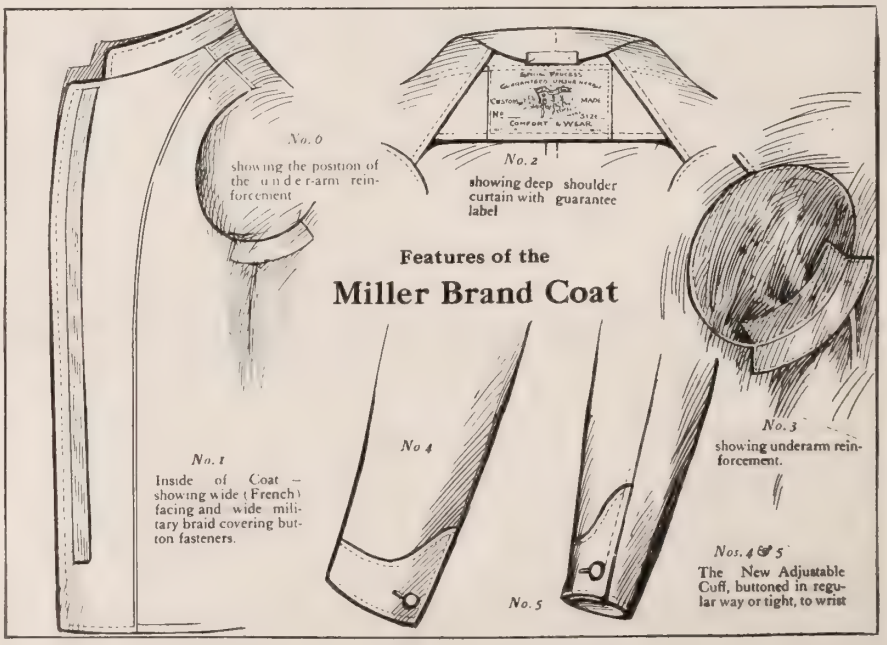
There are ten styles to select from, all to be retailed everywhere at $2.00 each with one cost to all, $18.00 per dozen.

Write for the agency for your town **now, before someone else gets it.**

The Miller Manufacturing Co., Limited

251-3 MUTUAL ST., TORONTO


No. 101



How Often Do You Change Your Windows?

Here is a problem of deep importance for the display man and for the heads of departments who must depend for results to such an extent on display publicity. How often should displays be left in the windows to get best results?

This question can best be answered under three heads:

1. How long should regular merchandizing displays be left in?

2. How long before a special sale should displays relating thereto be put in?

3. How long should special trims, backgrounds, etc. be used?

For the best practical replies to these questions The Review will pay from $2 to $5 each.

All replies must be in by June 14. Address Editor Dry Goods Review, 143 University Avenue, Toronto.



View of the furnishings department of Montreal's new store.

Elaborate Fixtures and Devices

A description of the new store of Store is situated in a strategic spacious—Show cases installed and trying on—Other devices of

WITH ABOUT 100 feet of window and entrance space, a lofty ceiling, abundance of light and the most modern fixtures, the new clothing and haberdashery store of Rod. Sangster, Jr., corner of St. James and St. Francis Xavier Sts., Montreal, seems to answer all the requirements of an up-to-date men's store.

It is situated in a strategic position of the financial district, with the huge Transportation Building on one corner, the Dominion Express skyscraper on another and the remodelled General Post Office on the third. In order to better familiarize the store in the minds of the business men, Mr. Sangster has adopted the title: "The Post Office Corner," and this name appears on all advertising for the store, even the letter heads bearing this heading.

Semi-ready Clothing and R. J. Tooke shirts and furnishings are handled. Mr. Sangster gives his personal attention to the clothing department, while the furnishings section is looked after by Mr. Temple.

The store has a frontage on St. James Street of 46 feet, with a wide square entrance and windows on either side, 17 and 14 feet long respectively. These windows are about six feet in depth and afford a splendid opportunity for some attractive trims. Over the entrance is a massive steel and glass canopy of a pleasing design. On the side of the building, along St. Francis Xavier Street, are five show windows, three about 9 feet long and two about eight feet, while a side entrance is flanked by angle show windows. The windows are all encased with a liberal allowance at the top for the free entry of light from the street.

The first impression on entering the store is the spaciousness of the place. There is plenty of room about the showcases and fixtures, the ceiling is unusually high and the goods are most attractively arranged amid fittings of solid mahogany. The entire finishing of the interior is in mahogany, while the electroliers are of antique brass, and the wall cases are fitted with cut glass knobs. One of the most striking features of the store is the manner in which the goods are displayed. Handsome plate glass silent salesmen showcases occupy advantageous positions and the six columns, which support the ceiling, have been converted into shallow show cases to about half their height. These have one, two, three or four glass fronts, according to location, and they offer a splendid chance for some inviting unit trims. Above the show cases the columns are finished in mahogany with bracket lamps to match the electroliers.

Immediately on entering, across the front is a showcase containing jewelry and dress accessories—



Give Wide Scope for Display

Rod. Sangster, Jr., Montreal—corner of the City—Interior is in columns—Six rooms for fitting a modern description installed.

View of the clothing department of the new Sangster store.

cuff links, scarf pins, collar buttons, etc. To the left is the furnishings department, collars, ties, shirts, underwear, etc. On the right is the clothing section, with Welch Cabinets for coats and trousers, the coat cabinet having a revolving floor so that every garment is readily accessible. Plain colors and staple lines are shown in this case. Along the right wall are the clothing wardrobes. These are arranged in a series of six rooms, each about 8 feet in depth by 6 feet wide. Each room is fitted with four stationary rods, holding 50 suits each, or 200 suits to a room, a total capacity of 1,200 suits or about half that number of overcoats.

The rooms are lighted automatically as the doors are opened and the salesman steps inside and selects a number of garments to be shown to the customer. In discussing the selling of clothing with Mr. Sangster, he said it was their practice to try to ascertain from a customer some idea of the kind of suit he wished to buy, as to price, color and style, and then to bring out say half a dozen suits for his inspection. This was more satisfactory than inviting the customer to look at fifty or a hundred garments, as they hung on the rods, as they usually were confused and found it harder to make a selection from so many patterns and shades. With a few carefully selected suits, after getting an idea what he wanted, sales were more easily made.

Two triplicate folding mirrors are located in the walls of the wardrobes, and these are so arranged that they fold so as to form a panel to match the woodwork of the fixtures when not in use. It also effects an economy in space. Ledge trims and showcase displays are changed frequently, sometimes twice a day, so as to give the store a fresh inviting appearance not only to customers, but to the salesmen themselves. At the rear of the wardrobes are two fitting rooms where clothes may be tried on and necessary alterations arranged for.

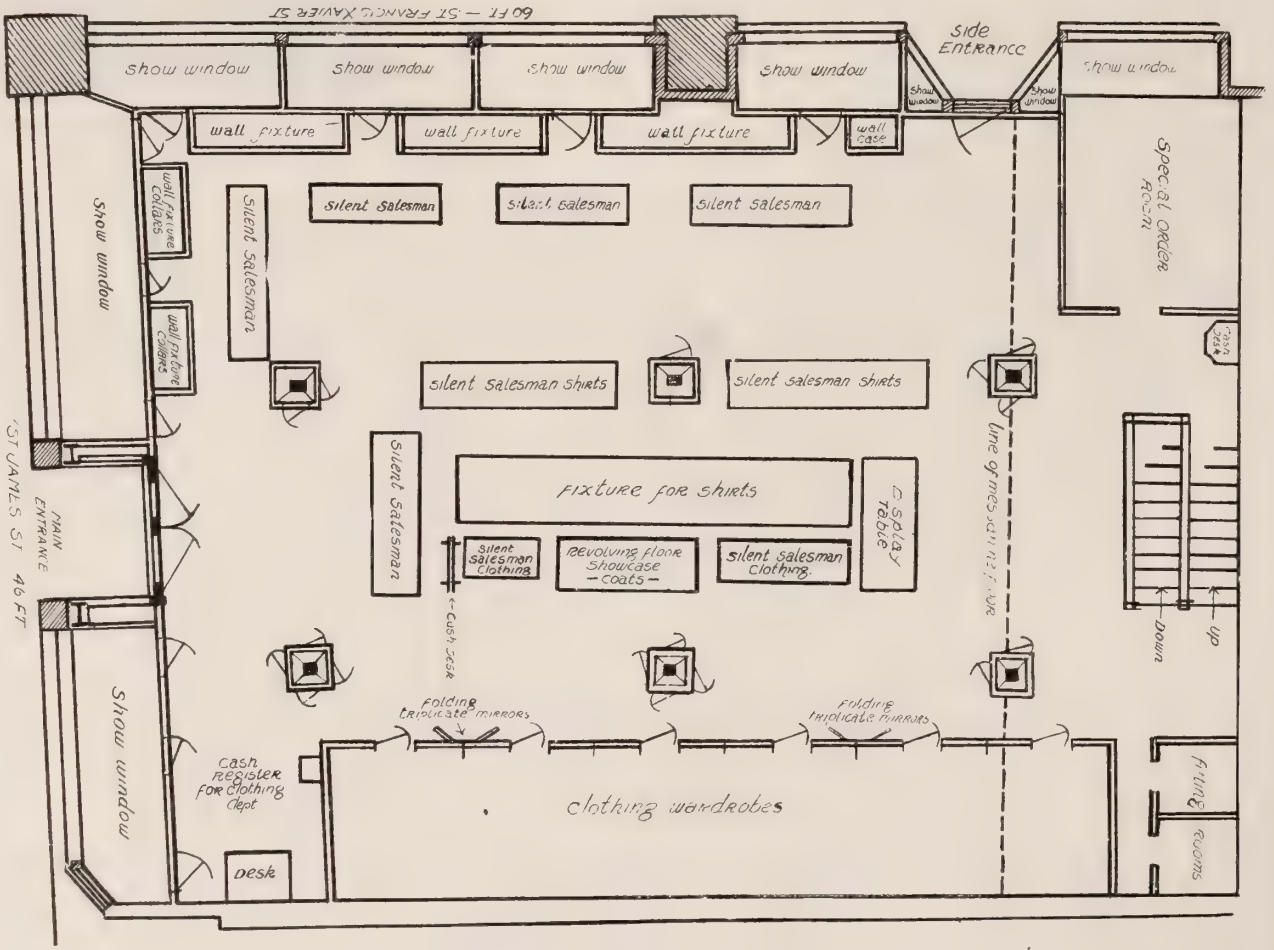
At the rear of the store, on the left is the Special order room, where samples and charts for the special order department are on view. It is proposed to make room for this department elsewhere, however, and to devote the space to a hat and cap department for which it would be well suited.

Across the rear of the store, for a depth of twelve feet, is a mezzanine balcony, fronted with showcases about two feet deep and nearly four feet high. This balcony is divided and about one-third utilized for offices and the balance for a workroom and alteration department. A gas-heated pressing machine has been installed and Mr. Sangster states that the machine is saving him about three dollars a month on his gas bill. He says he has saved the price of the machine in the year he has had it and he would not think of going back to the old system of heating the irons on a gas stove.

Continued on page 85



An exterior view of the new men's wear store of Rod. Sangster, jr., Montreal.



Plan of t he new Sangster Store.

Review's Information Bureau

Replies are first sent to enquirers by mail, then published here for general information of "Review" readers. Names of correspondents will be given on request. Address: Dry Goods Review, or Men's Wear Review, 143 University Ave., Toronto.

Editor Dry Goods Review:—"What firm makes "Queen" coat forms.

Universal Pad Co., Berks & Howard Sts., Philadelphia, Pa.

* * *

Editor of Dry Goods Review:—"Please tell me where I can procure artificial silk shawls and scarfs from German manufacturers."

Can anyone supply this information?

* * *

Editor of Dry Goods Review:—"Would you kindly let me know where I can buy large umbrellas such as are used on delivery wagons?"

We have advised D. Pike Co., Limited, Toronto, to send you prices and other information about their wagon advertising umbrellas.

* * *

Editor Dry Goods Review:—"Where can we procure moderate price window stands for blouses?"

We refer you to the fixture houses advertising in our Art of Display department. Any of these houses can supply you.

* * *

Editor of Dry Goods Review:—"We are anxious to get hold of the best stock box made. We understand that there is a fibre box on the market. Would you be kind enough to request firms making such boxes to forward samples and price lists. The common paste-board boxes are poor affairs. We want the best box made."

We have advised Kilgour Bros., Dominion Paper Box Co., Hercules Boxes Limited, Ontario Box Co., and The Elliott Paper Box Co., all of Toronto, to send you samples and prices of cloth covered and fibre boxes. We suggest a black canvas covered box with metal ticket clasp for uniform appearance and service. A natural color fibre box cannot be improved upon for general stockkeeping.

Editor of Dry Goods Review:—"Please let us know where we may obtain the following articles. Small colored beads for women's dresses; folding screens and art silks; ball fringe for door curtains."

Weyerstall & Co., Wellington St., Toronto; Defriez & Woodman, 64 Wellington St. W., Toronto, and Smith D'Entremont Co., 1475 Queen St. W., Toronto have beads. The Orangeville Novelty Co., Orangeville; Fergueson Bros., Hoboken N. Y., and George S. Stewart Co., Norwalk, Conn., specialize in screens, frames and grill work. For materials, any of the jobbing houses, Geo. H. Hees, Sons & Co., Toronto; Prime & Rankin, York St., Toronto, and Orinoka Mills, 18th and 4th Ave., New York, can supply the qualities of silks, silkoline, and chintzes. Ask for ball fringe from the different window shade manufacturers, Daly & Morin, Montreal; Henry E. Hayhoe, Toronto; Geo. H. Hees, Sons, Limited, Toronto, and Upholsters Supply Co., Toronto.

* * *

Editor Dry Goods Review:—"Kindly inform me of a wholesale house in Canada which handles infants' clothing. We find difficulty in making good buying connections here."

Gordon Mackay & Co., Limited, Toronto, have boys' and girls' wash clothing. Home & Watts, Toronto; Princess Garment Co., Toronto; Flett, Lowndes Co., Toronto, and McRae Manufacturing Co., Toronto, have children's and infants' lawn, gingham and serge dresses and lawn layettes. Beatty Manufacturing Co., and Gale Manufacturing Co., Toronto, have infants' cashmere barrowcoats. Bearskin coats are sold import by any of the jobbing houses. L. Smythe & Co., 133 Melinda St., Toronto, have several lines of children's and infants' coats of English manufacture. Jaeger Sanitary Pure Wool System, Montreal, make flannel clothing for infants.

(Continued on page 85.)



MEN'S CLOTHING AND FURNISHINGS



Clothes, Methods and Men

The Cape and Evening Clothes

ANOTHER evidence of the desire so often evinced to get back, as far as common sense and the limitations of present-day styles will allow, to the dress of what is perhaps best described as the "gallant ages," is the revival of capes for use with evening dress. And it is not a bad thing at that. When dressed for evening, especially in the warm weather, a man does not like to crush on a coat when going out. A cape fits his requirements exactly and, besides, gives a somewhat distingué air. Spanish capes are now being much affected by many of the best dressers in the large capital cities. Black or dark blue vicuna is generally used for these capes.

* * *

Men Are Wearing Silk

THE INTRODUCTION of silk into men's apparel is much more marked this year than ever before; in fact, it is becoming so general as to be almost a distinct style trend. More silk shirts are being worn this Summer, men showing a desire not only to be comfortable, but to be distinctly "dressy." A silk shirt gives its wearer a sense of luxury and is much worn by those who can afford it on that account. Silk caps are also being seen to some extent. These come in the form of band caps, with a moderately large brim. Black and white checks and plaid patterns prevail. Lastly, the suit of silk has arrived and in many fashionable centres, young dandies can be seen strutting round, arrayed in soft, loosely-fitting suits of brown silks. It is not likely that the latter style will strike Canada to any extent as the weather in this country does not become warm enough for any length of time to make clothing of heavier material unbearable. But in the other respects, there will undoubtedly be marked developments here.

* * *

Collars and the U.S. Tariff

TROY, the city made famous by its production of a very large percentage of all the collars worn in the United States, says Men's Wear (New York), is considerably stirred up over the probable result of the proposed tariff. It is believed that if enacted as proposed the tariff law will seriously affect the collar industry. It is computed that the item of labor in the manufacture of a dozen collars is thirty cents more here than in Germany. A duty of 25 cents will give only 13¾ cents protection. Manufacturers say that to meet foreign competition wages in this country would have to be reduced one-half. Interested persons in the industry have made and are making heroic efforts to gain a reconsideration of the proposed rates on collars. It is pointed out that foreign-made collars can be landed in New York, and the distributing cost added, and then be sold enough cheaper to the retailer to make it an object, but not enough for the retailer to divide with the consumer.

* * *

Exaggerated Color Points

A TENDENCY has been noted to exaggerate the long point vogue in collars. Not only are some collars seen of abnormal length, but a few men are wearing the points outside the vest. This is not only

bad form, but the effect is far from pleasing. It is described by a well known expert on style as a "negro minstrel effect." However, the long-pointed collar, properly worn, is bound to prove an extremely popular style this year.

* * *

Lounge Coats and Comfort

MEN ARE getting away from the inconveniences attached to rigid adherence to conventional styles more all the time. The vogue of lounge coats is becoming more pronounced all the time. Some very fancy coats are being worn by fashionable dressers at "stag" or strictly informal affairs. Some jackets of silk with a ribbed effect are seen. The collars and cuffs are of black surah silk, quilted, the front held closely by three silk braid frogs. These jackets are frequently flowered in very ornate manner.

* * *

Teaching Salesmanship

LARGE RETAIL firms are realizing more and more the value of a good salesman. The day of the order taker is over and unless a clerk displays some extra qualifications, he is not likely to grace a space in a progressive store for very long.

Many of the big department stores have recently opened schools for the education of their clerks. The T. Eaton Co. is one of these. Some time ago in Toronto classes were begun under the tutorship of an Old Country specialist in salesmanship. Twice a week for half an hour on each occasion, clerks attended the salesmanship school in sections of about fifty. How to approach a customer who is "looking around;" how to carry on the conversation until the prospect purchases; what to do in case of objections, etc., are some of the phases of the work taken up.

These classes are serving to bring to the front those clerks who are enthusiastic in their work, but who did not previously realize just what there was in approach, service and salesmanship.

Every employer can no doubt easily create a greater interest in selling by following similar lines on a smaller scale. By getting a clerk to read articles on selling, approach and service, and by conferences with the entire selling staff, a great deal can be accomplished.

To keep up its end every store must have salesmen behind the counter nowadays.

The public soon "get wise" when an ad. writer strays from the straight and narrow path of fact into the fair fields of fancy.

* * *

The man who is original cannot help but "get there," if he makes any effort to have his originality tell.

* * *

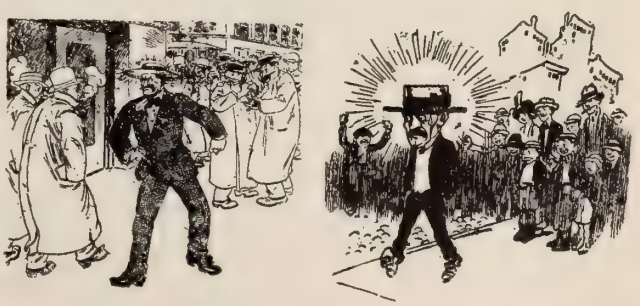
A Satisfactory Showing

Montreal, May.—The annual meeting of the shareholders of Goodwins, Limited, Montreal, was held may 14th, when a very satisfactory condition of affairs was disclosed. The company's earnings after deduction of bond interest and allowance for depreciation was equal to more than 12 per cent. on the $1,250,000 preferred stock and the surplus available for the $1,750,000 common was about 3½ per cent. With $60,138 carried forward out of the years, operations to the credit of surplus profits that account is now raised to $289,657, a sum equal to about 16 per cent. on the common stock. Gross profits were $1,194,744 and after paying all exexpenses, including interest on bonds, mortgages and bank loans, there was a net profit of $162,631.

W. H. Goodwin, managing director, stated that the company has at present 42 departments which with few exceptions are on a paying basis. Owing to the magnitude of the plant, the company's problem was to get a volume of business adequate to its fixed charges. This problem, however, was rapidly nearing solution, and sales last year showed a gain of approximately 25 per cent. In wages alone the company last year paid out $653,272. If the company's business continued to expand at the present rate, said Mr. Goodwin, greater facilities in certain directions would be required.

The officers and directors were re-elected as follows:—D. Lorne McGibbon, president; J. W. McConnell, vice-president; W. H. Goodwin, managing director; C. P. Beaubien, Dr. Milton L. Hersey, C. W. MacLean, Victor E. Mitchell, Clarence F. Smith, F. H. Ward, Lorne C. Webster; S. J. LeHuray, secretary.

* * *



The first straw hat of the season—as seen by the cartoonists.

Made-in-Canada Train Starts Second Tour

Itinerary of trip through Western Canada—Exhibits are on a more comprehensive scale than last year — Exhibits of interest to the dry goods trade.

THE MADE-IN-CANADA train proved so successful an experiment last year that a similar undertaking has been launched this year. The train will tour the West, from May to July 2, calling at practically all Western points of any size.

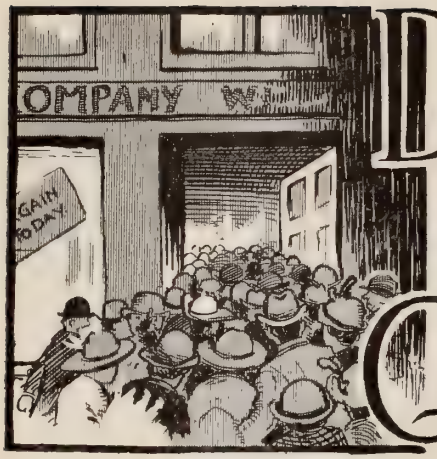
The tour started on May 14 at Montreal where the formal opening took place. Mayor Lavallee, accompanied by Sir Lomer Gouin and others officiated. The train then went to Ottawa for a day and to Toronto on Friday, where it remained at the North Toronto station on exhibition. The itinerary of the train is as follows:—

Saturday, May 17—Sudbury, arrive 2 p.m., departure, 11 p.m. Sunday, May 18—En route to Port Arthur. Monday, May 19—Fort Arthur, arrival 6 a.m., departure 11 p.m. Tuesday, May 20—Fort William, arrival 11.15 a.m. E.T., departure 10.45 p.m. E.T. Wednesday, May 21—Dryden, arrival 8.30 a.m., departure 10 a.m.; Kenora, arrival 1.30 p.m., departure 3.30 p.m.; Winnipeg, arrival 8 p.m. Thursday, May 22—Winnipeg, all day. Friday, May 23—Winnipeg, all day, until 5 p.m.; Carman, arrival 7.40 p.m., departure 6.30 a.m. Saturday. Saturday, May 24—Treherne, arrival 9 a.m., departure 11 a.m.; Holland, arrival 11.30 a.m., departure 2 p.m.; Cypress River, arrival 2.30 p.m., departure 4 p.m.; Glenborough, arrival 4.30 p.m., departure 6 p.m.; Souris, arrival 8.15 p.m., departure 11 p.m. Sunday, May 25—Brandon, 12.30 a.m. Monday, May 26—Brandon, all day, departure 4.30 a.m. Tuesday. Tuesday, May 27—Reston, arrival 8.30 a.m., departure 10.30 a.m.; Redvers, arrival 11.55 a.m., departure 1.30 p.m.; Manor, arrival 2.20 p.m., departure 4.45 p.m.; Carlyle, arrival 5.15 p.m., departure 7.10 p.m.; Arcola, arrival 7.40 p.m., departure 7.25 a.m. Wednesday. Wednesday, May 28—Stoughton, arrival 8.40 a.m., departure 11 a.m.; Fillmore, arrival 12.15 noon, departure 2 p.m.; Osage, arrival 2.30 p.m., departure 4 p.m.; Francis, arrival 4.55 p.m., departure 6.11 p.m.; Regina, arrival 8.20 p.m. Thursday, May 29—Regina, all day till 11 p.m. Friday, May 30—Moose Jaw, arrival 1 a.m., departure 4 a.m. Saturday. Saturday, May 31—Swift Current, arrival 8.30 a.m., departure 12.30 noon; Gull Lake, arrival 2.15 p.m., departure 5.15 p.m.; Maple Creek, arrival 7.15 p.m., departure 10 p.m. Sunday, June 1—Medicine Hat, all day, departure 8.40 a.m. Monday. Monday, June 2—Redcliffe, arrival 9 a.m., departure 12 noon; Medicine Hat, arrival 12.20 p.m., departure 6 a.m. Tuesday. Tuesday, May 3—Bow Island, arrival 8.30 a.m., departure 10.30 a.m.; Taber, arrival 12 noon, departure 2.30 p.m.; Lethbridge, arrival 4 p.m., departure 7.30 a.m. Wednesday. Wednesday, June 4—Sterling, arrival 8.45 a.m., departure 10.30 p.m.; Raymond, arrival 11 a.m., departure 2.30 p.m.; Magrath, arrival 3.10 p.m., departure 6 p.m.; Cardston, arrival, 7.35 p.m., departure 10 p.m. Thursday, June 5—Macleod, arrival 9 a.m., departure 12 noon; Granum, arrival 12.45 p.m., departure 2 p.m.; Claresholm, arrival 2.35 p.m., departure 4 p.m.; Nanton, arrival 5.20 p.m., departure 6.40 p.m.; High River, arrival 7.35 p.m., departure 8 a.m. Friday. Friday, June 6—Aldersyde, arrival 8.30 a.m., departure 10 a.m.; Okotoks, arrival 10.20 a.m., departure 1.40 p.m.; Calgary, arrival 3 p.m. Saturday, June 7—Calgary, all day. Sunday, June 8—Calgary, all day, departure 7 a.m. Monday. Monday, June 9—Crossfield, arrival 8.30 a.m., departure 10.30 a.m.; Olds, arrival 11.50 a.m., departure, 2.30 p.m.; Innisfail, arrival 3.30 p.m., departure 6.20 p.m.; Red Deer, arrival 7.20 p.m., departure 7.30 a.m. Tuesday. Tuesday, June 10—Lacombe, arrival 8.30 a.m., departure 10.50 a.m.; Ponoka, arrival 11.40 a.m., departure 2 p.m.; Wetaskiwin, arrival 3.10 p.m., departure 5.45 p.m.; Daysland, arrival 8.15 p.m., departure 8.15 a.m. Wednesday. Wednesday, June 11—Strome, arrival 9 a.m., departure 10.30 a.m.; Sedgewick, arrival 11.30 a.m., departure 2.30 p.m.; Hardisty, arrival 3.25 p.m., departure 5.20 p.m.; Macklin, arrival 8.30 p.m., departure 6.30 a.m. Thursday. Thursday, June 12—Luseland, arrival 8.05 a.m., departure 10.30 a.m.; Kerrobert, arrival 11.15 a.m., departure 3.30 p.m.; Plenty, arrival 4.40 p.m., departure 6.30 p.m.; Rosetown, arrival 8.15 p.m., departure 7.30 a.m. Friday. Friday, June 13—Bounty, arrival 9 a.m., departure 11 a.m.; Conquest, arrival 11.20 a.m., departure 3.50 p.m.; Outlook, arrival 4.20 p.m. departure 7.45 a.m. Saturday. Saturday, June 14—Hawarden, arrival 9 a.m., departure 10.30 a.m.; Elbow, arrival 11.30 a.m., departure 2 p.m.; Tugaske, arrival 3.15 p.m., departure 4.30 p.m.; Brownlee, arrival 5.20 p.m., departure 8 p.m.; Keeler, arrival 8.30 p.m., departure 10.30 p.m.; Sunday, June 15—Regina, all day, departure 7.40 a.m. Monday. Monday, June 16—Lumsden, arrival 8.30 a.m., departure 10.30 a.m.; Craik, arrival 12.40 a.m., departure 3.20 p.m.; Davidson, arrival 4 p.m., departure 6.30 p.m.; Hanley, arrival 7.40 p.m., departure 7.45 a.m. Tuesday. Tuesday, June 17—Dundurn, arrival 8.30 a.m., departure 10.30 a.m.; Saskatoon, arrival 11.30 a.m., departure 7 a.m. Wednesday. Wednesday, June 18—Rosthern, arrival 8.40 a.m., departure 12.30 p.m.; Duck Lake, arrival, 1 p.m., departure 2.30 p.m.; Prince Albert, arrival 4 p.m., departure 5.20 a.m. Thursday. Thursday, June 19—Langham, arrival 9 a.m., departure 11.30 a.m.; Radisson, arrival 12.30 p.m., departure 3 p.m.; North Battleford, arrival 4.30 p.m., departure 7.30 a.m. Friday. Friday, June 20—Battleford, arrival 8.20 a.m., departure 11.30 a.m.; Lashburn, arrival 2.10 p.m., departure 3.40 p.m.; Lloydminster, arrival 4.30 p.m., departure 6.30 p.m.; Vermilion, arrival 8 p.m., departure 6.30 a.m. Saturday. Saturday, June 21—Vegreville, arrival 8.40 a.m., departure 12 noon; Hilliard, arrival 12.50 p.m., departure 2.50 p.m.; Lamont, arrival 3.30 p.m., departure 6 p.m.; Fort Saskatchewan, arrival 7 p.m., departure 10 p.m. Sunday, June 22—Edmonton, all day. Monday, June 23—Edmonton, all day till 6 a.m. Tuesday. Tuesday, June 24—Camrose, arrival 9 a.m., departure 12.30 noon; New Norway, arrival 1.15 p.m., departure 3 p.m.; Mirror, arrival 4.30 p.m., departure 7 p.m.; Alix, arrival, 7.30 p.m., departure 10 p.m. Wednesday, June 25—Tofield, arrival 9 a.m.. departure 11.30 a.m.; Holden, arrival 12.30 p.m., departure 2 p.m.; Viking, arrival 3 p.m., departure 4.30 p.m.; Wainwright, arrival 7.30 p.m.. departure 7 a.m. Thursday. Thursday, June 26—Unity, arrival 9.45 a.m., departure, 11.15 a.m.; Scott, arrival 11.45 a.m., departure 2.30 p.m.; Biggar, arrival 4 p.m., departure 6.30 p.m.; Asquith, arrival, 7.30 p.m., departure 10 p.m. Friday, June 27—Watrous, arrival 1.30 a.m., departure 10.30 a.m.; Nokomis, arrival, 11.15 a.m., departure 1 p.m.; Semans, arrival 1.30 p.m., departure 3 p.m.; Kelliher, arrival 4.30 p.m., departure 6 p.m.; Melville, arrival 8 p.m., departure 7 a.m. Saturday. Saturday, June 28—Yorkton, arrival 8.30 a.m., departure 12.30 p.m.; Canora, arrival 2 p.m., departure 6 p.m.; Kamsack, arrival 7 p.m. Sunday, June 29—Kamsack, all day, departure 7.40 a.m. Monday. Monday, June 30—Togo, arrival 8.30 a.m., departure 10.30 a.m.; Roblin, arrival 11.15 a.m., departure 1.30 p.m.; Grand View, arrival 2.50 p.m., departure 4.30 p.m.; Gilbert Plains, arrival 5 p.m., departure 7 p.m.; Dauphin, arrival 7.50 p.m., departure 6 a.m. Tuesday. Tuesday, July 1—Glendella, arrival 8 a.m., departure 10.25 a.m.; Gladstone, arrival 11.30 a.m., departure 2.30 p.m.; Portage la Prairie, arrival 4.30 p.m., departure 11 p.m. Wednesday, July 2—Winnipeg (unload).

A MAGNIFICIENT DISPLAY.

The exhibits are on a larger scale than last year and the results from an educative standpoint should be widespread.

Among the exhibits of interest to the drygoods trade are: Tooke Bros., Montreal; Montreal Cotton Co., Montreal; Canadian Cotton Co., Montreal; Dominion Textile Co., Montreal; Dominion Oilcloth Co., Montreal; Toronto Carpet Co., Toronto; Arlington Co., Toronto; Crompton Corset Co., Toronto; Penmans, Ltd., Paris.



Do Bargain Sales Preclude Quality Business

Opinions of many readers of The Review on a problem vitally affecting the store policy—Locality conditions play a big part in arriving at a decision on this point—Essential features.

THE PROBLEM submitted in the April 16 issue of The Review was one which touched perhaps the most vital question of store policy to-day. Does bargain advertising preclude quality business? The question was propounded in the following wise:

> "When a store maintains a continuous policy of advertising bargains, does the 'quality' trade gradually go elsewhere?
>
> "What is the result of advertising bargains on the business done in the best quality lines and with people who are looking for quality only?
>
> "Is there enough quality business in the average town to make any difference?"

This is a problem which every merchant faces. With the wonderful development of retail advertising, has come an era of "bargain retailing." Newspapers are full of advertisements featuring special sales, price reductions and unusual inducements. Every drygoods man feels that to keep his business in the forefront, he must do a certain amount of bargain advertising. Some adopt it as a continuous policy, endeavoring by means of aggressive publicity and attractive values to so increase his turnover that it is possible to make a good profit on a small margin. Others adopt the safer policy of using bargain lines as leaders only, keeping the bulk of the stock at the regular prices.

At the same time, every merchant recognizes that the "quality" trade is an important factor. It is on the high priced goods, which appeal to people who can afford to consider quality only, that the best profits are made. If a store can attract a large share of quality business, the profits resulting therefrom will be large and, comparatively speaking, easily obtained.

Thus the problem looms up. Can the merchant afford to jeopardize his hold on the quality trade by reaching out for a larger turnover through the medium of bargain sales? To decide this, it is first necessary to determine if bargain sales are detrimental to the maintenance of quality connection.

Many splendid articles have been received on this subject from readers of The Review. They present opinions from many angles and viewpoints and, considered as a whole, give a fairly comprehensive review of the whole question. Some of the best are reproduced.

* * *

It is Detrimental

There can be no doubt that bargain sales are detrimental to quality business, but they do not preclude it entirely if kept within certain bounds. It simmers down to a question of service. In the store where bargain sales are continually being held, it is impossible to give perfect service to customers. It is a case of rush and hurry all the time. Customers rush into the store in droves, paw over the goods, jostle each other and introduce an atmosphere of confusion. The sales people cannot give anything but mechanical service on such occasions. They become mere machines for the registering of customers self decided selections and the reception of money. Not only is it impossible for them to wait on other customers properly when sales are on, but I believe that their ability to handle a customer according to the rules of efficient salesmanship is lost sooner or later.

Now the quality customer wants the best of service. She prefers to be able to take her time, to inspect the goods without interruptions and with as

Quality Connection is More Permanent

One contributor makes an interesting point as follows:

"In the larger cities, the merchant can choose between the two—big business done on a small margin or an exclusive business done on a much larger margin. Where it is possible to go after either one or the other, it is not advisable to mix them. In choosing, there is this point to be considered. The merchant who caters to quality business and an exclusive clientele, can hold his connection indefinitely by carrying quality goods and giving courteous and efficient service. He can gradually build up a reputation capable of holding and drawing exclusive patronage. The merchant who goes in for the sale of less expensive goods and handles them on a small profit can never reach the point where the reputation of part values will carry him along. He can only hold his trade by continuing to offer special inducements. Once he lets his bargain propoganda drop, the crowds will go elsewhere, and the merchant will be left with no trade whatever.

"In the smaller places the line is not so closely drawn and, in the opinion of the writer, it is not possible to cater solely to one or the other; that is, if it is desired to build up a large and extensive business. At the same time, they should be kept as far apart as possible. And, as a last word, the bargain idea should not be overworked."

---

much privacy as is possible. She finds shopping at the store where bargain sales are continually being held more or less of a hardship and may in time transfer her patronage if she can find a place more suited.

At the same time, one must not lose sight of the fact that merchandising conditions to-day are such that a large turnover at a small margin has become the route by which the dry goods man must make his profit. Competition is keen and people have been so educated by bargain values that they buy closely. Is it advisable for the average merchant to curtail activities in the direction which leads to a large turnover, in order to keep his grip on a branch of trade which yields a large proportionate profit, but is necessarily limited?

It becomes purely and simply an individual problem for each merchant to decide according to the needs of his locality. In the larger centres, it pays to go after either one kind of trade or the other, either bargain or quality, leaving the other severely alone. In the smaller places, the question which the merchant must determine is this: Is there enough quality business here to make it profitable for me to discourage my efforts to get the popular trade?

In the opinion of the writer, the average merchant must endeavor to make the two branches "trot in double harness." There is not enough quality trade to make it worth his while to specialize on it entirely, but at the same time it would not be wise for him to let it go entirely and run his store for the bargain trade.

The essential thing is to so regulate operations that the two will clash as little as possible.

Subscriber.

Can Get Both Classes

The majority of merchants in planning for a successful business, will decide that the people, whom they hope to serve, will be brought to their place of business through some governing motive, and will seek to find the motives which rule and will appeal to the people in their advertising, through those motives.

There are three principal motives, one or more of which will appeal most strongly to the largest number of people in their buying, viz., desire to secure best quality, wishing for best value, or an appreciation of best service.

At once, the merchant will ask himself, "Can I so conduct my business as to win the trade of all these people? or will my appeal to one class preclude my winning the trade of either or both of the others? Can I not use such discretion in my buying of the correct goods, providing the requisite service and so conducting my advertising as to win them all? or must I select one class and make my appeal to that class only?"

The people who are looking for quality only in their buying, and demand the best irrespective of the price they may have to pay, are a comparatively small class, very much the larger class are those who wish to secure fairly good goods at a moderate price, then there is still another quite large class who wish to buy their goods at a low price, and secure as good quality as possible for the price they wish to pay. While these three classes are all pleased with the very best service they can get along with the quality and price they desire and can afford.

The "Almighty" dollar still holds strong sway, and is a large factor in winning and holding trade, and yet we believe that service provided in other ways than in securing best value to the purchaser carries with it a power which it at least equal to if not still more potent than the dollar in building up a successful business, but when the merchant is able to present to the people the combination of dollars saved along with all that best service means, he certainly holds the trump cards and must surely "win out" and win over to his business the larger class who are looking for best values along with the smaller

The Kind of Socks You Can Sell with a Clear Conscience



The best patrons of your store will demand the BEST and most up-to-date hose—and for this reason you should stock Pen-Angle Half Hose. This line represents the utmost in hosiery value, and is a line you can conscientiously recommend to your most valued customer with the assurance that he will be perfectly satisfied.

Knit to Form—and the Seams Omitted

Pen-Angle Half Hose are shaped to fit the curves of the foot and leg, thereby ensuring perfect fit and long wear. And the entire absence of seams makes them comfortable and neat looking. No other line offers such splendid value.

Penmans Limited
PARIS - CANADA
Underwear, Sweaters, Hosiery
68

Pen-Angle

WARRANTED HIGH PENMAN'S GRADE HOSIERY

Full-Fashioned Seamless Hosiery

number who appreciate quality and all who enjoy service.

There are bargains and bargains, bargains so called and bargains so proven, bargains in name only and bargains indeed truly and the wise merchant will see to it that the bargains he offers and advertising are bargains indeed and that can be proven and nothing will please him better than to have the people put him to the test through them. Many people are poor judges of values, and depend largely on the assertions and judgment of others in their buying, and an opportunity is thus given to the "shouter" of bargains to capture this trade, and to keep this trade he must keep "shouting" bargains but granted that the bargain advertiser provides the values to match the advertising, he can hold this trade and if he provides quality goods as well as do some of the large departmental stores and talks "Quality" in his advertising of them, he ought to be able to hold "Quality" business as well as the trade of those who are looking for "Bargains."

If the merchant advertises bargains and bargains only to the exclusive of advertising quality goods he will often cause the people to think that he does not carry quality goods and those looking for them will pass him by.

There is enouh "Quality" business in nearly every Canadian town to make it worth while seeking to win it, and we believe it is a growing trade in Canada, and the wise merchant will seek to provide the best quality and advertise it while he will not hesitate to "talk price" on other lines and we do not think that advertising "Bargains" precludes "Quality" business when quality gets its full share of the advertising.

W. C. Forman.

* * *

They Do Not Combine

The policy of continuous bargain sales is certainly not a profitable proposition in any city. It will always be found to be detrimental to the regular season's business. One may just as well cut out the buying of stylish and exclusive goods if they intend to adopt the above policy for those customers who are looking for style and quality would never dream of finding them in a store specializing in bargain sales throughout the year. You ask "why is this?" In the first place to make a success of a sale of any article, you have to use your advertising space in your local paper and also the valuable window space before you can impress the public of the value you are offering. Now it stands to common sense that, if you are using these methods for these sales, you are losing the opportunity of displaying better grade goods for which the majority of ladies are looking and willing to pay a reasonable price, thus giving you a regular profit upon which a business can be successfully carried on. Whereas to conduct a series of bargain sales one has to sacrifice a great amount of profit to get the business if the sale is genuine; and if not well the ladies will soon find that out. Any one in business at the present day knows for a fact that to sell best quality goods a continuous display must be kept up in the windows giving no time for bargain sales, at any rate for the greater part of each season. Again, bargain sales will attract only a certain class for any length of time and will always give a cheap and unattractive appearance to the most modern store front. It is all very well for those large stores which can devote a section right away from the general business section for this purpose, but even then it must make a big difference to the regular sales in each department. Apart from these large stores I do not think it feasible to carry on two extremes of business at same time with success. A store is known in the city by its policy, and wherever you may go a lady wanting anything of the better grade goods is going where she gets the best selection and (what is of as great importance) the best of attention, which is very certain not to be the one where everlasting sales are the rule and where the salespeople themselves are used to selling nothing else but job goods with that impressive manner of 'take it or leave it, its cheap enough.'. It is very noticeable in any store adopting this policy that the salespeople are not experienced. They are not noted for the manners and can one wonder at it? The best of clerks would never accept such a position for they want the pleasure of handling goods which are interesting. They feel above this class of trade and rightly so. This in itself is one of the main reasons for the quality trade going to rivals of the above policy.

However small a community, there is always that class of people who want exclusive and stylish goods who would rather pay a big railway fare and get what they want at some other town or city.

If the small towns would cater more to this class of people, they would keep a good deal of the quality business in their own town instead of allowing them to shop by mail order and samples from large department stores.

I would like to say that there are times through a season when a sale is necessary for a day or so. But for continuous week in and week out sales it is out of the question to try to tackle it and at same time to expect the best customers of the city to patronize you. For myself I firmly believe in keeping to two half-yearly sales, and then give them something that will do you good.

F. J. Thompson.

* * *

A prominent manufacturer's advice at the present time is to "forget the money stringency and push business hard." Good advice.



Men are too sensible to be influenced by the Balkan war into wearing freaky styles and crazy combinations of clashing colors in their attire

Star Brand Shirts For Fall

The average man to-day is a sane dresser—is a particular dresser, fond of good things, but not gaudy. This is the trade that pays the best, the trade that you can always be sure of, the trade that appreciates your efforts to keep your stock bright and attractive.

The "Star" shirt range for Fall is a winning line, and though not splashy, it is very attractive to the man who knows what is correct. You should see it now.

Get in touch with us for your shirt, neckwear and underwear stock.

Van Allen Co., Limited

HAMILTON, ONT.

TURNBULL'S
MAKERS OF THE FAMOUS "CEETEE" PURE WOOL
UNDERWEAR

Live Merchants

know that honesty is the best policy, and that it pays to give their customers the best goods. That is why they sell

CEETEE

(All Pure Wool)

And Ribbed UNDERWEAR

"CEETEE" Underwear is the finest pure wool underwear made—only the finest Australian Merino wool is used. Each garment is knit to fit the form of the body — all joins carefully knitted (not sewn) together.

We defy you to find a better Underwear the world over.

The C. Turnbull Co. of Galt, Limited

GALT, - - - ONT.

Also manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children. Turnbull's "M" Bands for Infants and Ceetee Shaker-knit Sweater Coats.

733

KNIT GOODS NEWS

Mackinaw Coats Promise to be Big Sellers

New novelty feature of the market supplied by the showing of Norfolks—Sales have been good, and it is believed that repeats will be secured.

MACKINAW coats are expected to be successful novelties for exclusive trade this Fall. These garments are featured by both clothing and blanket manufacturers. Sales in larger cities are reported to have been good last season. The character of these coats and their adaptabilities and style for outing wear commends them to novelty trade. The lines which are favored are natty garments.

The smartest Mackinaws which are seen are Norfolks. They are tailored on mannish lines and this feature is spoken of, especially in better grades. Several patterns are shown. The best combinations are tan and black, red and black, gray and black and navy and black. Different checks from an inch and a half square to large plaids are included. So far haberdashers prefer the larger checks or broken plaids because these are more extreme for initial showings. Much of the novelty is seen in the pattern and the matched design in the make-up.

Mackinaws with broad belt, mannish lines, yoke strap or over shoulder straps are equally classy. Large bone buttons to match are used. Most of the garments are double-breasted, button through, and have neat collar with sharp cut lapel. They are typical and the nearest to English sporting goods, now followed, yet seen. As a feature in any clothing department, these garments are simply English hunting coats modified for domestic trade and adapted for travelling or late Fall outing. Worn with a cap to match, Mackinaws are attractive and suitable either for men's or women's wear.

The source of these garments accounts for a disparity in prices quoted. They are a survival of the blanket coat. As the season advances Mackinaws will be made of imported travelling shawls and especially in fine all wool blankets so much in vogue for steamer wear or travelling. The best garments are made of the finest wool horse blankets. One enterprising manufacturer has already found the demand warrants his attention to the sale of made-up garments of the same materials he uses for quality horse coverings. Where these cloths are seen in manufacturing clothiers' ranges, the fabrics are imported direct from the English and Scotch mills, for this purpose.

Tailoring is the real reason for the difference in prices. The garments which will meet with ready sale must have sufficient novelty in style and still be popular in price. The cost varies from $11.50 to $4.50 each laid down.

The novelty outlook has induced exclusive retail firms to maintain the prices. Clever buyers are careful to foresee that the best selling lines of the numbers available afford him an unusual advance. The ranges shown indicate that the profit of early novelty belongs to the retailer, and that manufacturers can meet these prices. Of course, the class of trade catered to is a guide to a great extent, but the volume of business to come will be confined mostly to lines to retail at $5, $7.50 and $10 each. It is another instance of better profits on novelties.

A large showing of mackinaws is not necessary for opening. Furnishers are buying ¼ dozen of a pattern in each color, size 38, 40, 42, and their orders total about two dozen coats. The result of the first placing is not satisfactory to the makers. Salesmen are hoping that the volume of business will come with repeat orders. Domestic buyers are not taking any chances and consider that the nature of the garments precludes any unusual demand. Their precaution seems justified. However, repeat business is expected with a rush as soon as people become familiar with the novelties shown in the later lines and choice patterns.

The turnover cannot be anticipated at this time. Some merchants predict that the sale of mackinaws will effect the sweater coat department. This may be so in better lines. But orders for knitted garments are well placed and a scarcity of best selling numbers is likely to be repeated for another Fall. Values in shaker and jumbo knit Norfolks are superior to any yet offered. The sales of these garments are sure to increase as soon as they are placed on the counters. They are not in direct competition with mackinaws, although more exclusive trade is looking



"ARLINGTON" ARGUMENT

If you ask us to give an argument why you should handle Arlington Collars in preference to any other waterproof collar in the market we would simply give actual results obtained by their sale. They are

COLLARS
THAT BRING TRADE

and not spasmodically, but steadily. Arlington collars are gaining in popularity every day. They never turn yellow—require no laundering.
Made in six grades, four grades made of coated cloth and 2 grades of solid stock, each superior to any make at the same or higher price. Send for samples. They are dressy: no linen collar looks neater.

The Arlington Company
of Canada, Limited

58 Fraser Avenue, Toronto

Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



"KING EDWARD" SUSPENDERS

Retail 50 C. Price



Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

Dominion Brand Coats—a profitable line

If you want a line of knit goods that will ensure a quick turnover,

DOMINION BRAND KNIT COATS



is the range to carry. These coats are made of pure worsted yarns—not one pound of cotton is used. And they are made in many new styles and color combinations that are sure to please the men of your town.

Our traveller will be calling on you. Be sure to see this profitable line.

A. BURRITT & COMPANY
DOMINION MILLS
MITCHELL -:- -:- ONTARIO

for something different. The number of blanket coats sold is not likely to make an appreciable difference in the sale of sweater coats. The newer garment is a departure and both sections will show a corresponding increase.

Sweater coats, especially in the prevailing styles for Fall are attractive garments. It will take some unusual styles or competitive values to make any change in demand. Mackinaws are a one season (or at the most two season) novelty in comparison. Values at the same prices as sweater coats are not considered a handicap to the knitted goods section.

Selling value from a staple standpoint is not to be compared. Sweater coats are a part of the daily apparel of many customers. They are worn in different styles for almost every occasion. Mackinaws are a stock attraction window feature or for select trade. While the novelty profit is possible, merchants are showing these garments with confidence that a few can be sold. But for staple, medium class business, all-round satisfaction and warmth, no garment replaces the sweater coat in public demand. The corresponding increase in the sale of sweater coats, which is looked for this Fall is the result of values; advance style, finish and number of novelties in high class garments. The demand is on new numbers which are this season's features. There is enough difference in style to warrant immediate sale. Although the average price has been raised the garments embody value. Customers will quickly appreciate this further improvement in the standard of sweater coats and knitted novelties. There is a good season's business ahead for both mackinaws and sweater coats, if the decision of exclusive buyers is any criterion.

Alsack, Sask.—Hendry and Brinsmead will open an exclusive mens' wear store.

* * *

Strassburg, Sask.—V. R. Clyde has disposed of his stock of mens' furnishings.

* * *

Niagara Falls, Ont.—J. F. Schmidt has sold his stock of mens' furnishings to M. Bingman.

* * *

Iroquois, Ont.—The death occurred here of James McNulty, who had been in the dry goods, clothing, boot and shoe business for some years.

* * *

Calgary, Alta.—The store of Tommy Burns, on Eighth Avenue, was broken into by burglars and $200 in cash and a quantity of clothing stolen.

Take The Dealer Into Your Confidence

approach him, post him about your plans and your merchandise through his trade paper before you advertise to his customers. He will appreciate this action on your part and you will get his co-operation. Don't try to force him. Get his good will and you will have a selling power behind your product that you will never get by any other means.

Remember

that many of his customers knew him even before they knew you, and they will most likely take his word as to the quality and superiority of merchandise offered. In a word, get the dealer on your sales force.



THE HIT OF THE TRADE

44 Shades in $4.50, $6.50 shapes, 7 day delivery.

Use the show card as above,
14 x 11, 4 colors and embossed

Neckwear Department

Crescent Mfg. Co.

Limited
MONTREAL

"Craftana"

THE HALL-MARK OF Registered No. 282,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.



Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE*. By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses



"DEACON" SHIRTS

For Outdoor Wear

For the Man on pleasure bent.

For the Working Man.

We specialize on these two lines.

Our range covers many original styles in the latest designs of the world's best mills.

We show styles to suit the needs of the Boy as well as the Man.

We are ready to serve you with your needs for the Summer months.

Send for samples.

The Deacon Shirt Co.

BELLEVILLE ∴ ONTARIO

A Review of Midsummer Shirt Styles

Deliveries of negligees will be to order —Novelty of style and pattern a feature—Perfection of material marks new era in domestic lines.

MID-SUMMER ranges of fine negligee shirts have been placed and manufacturers report that deliveries will be to order. However, an exceptional repeat business is looked for in silks, flannels, taffetas and fancies in Bedfords, Madras and Zephyrs. A remarkable feature of this year's samples is the novelty of style, pattern and perfection of materials. There is a splendid range of silks and silk and wool taffeta shirts. The finish of these garments in quality and workmanship marks a new era in domestic lines. In several ranges the selection of cloths, designs and colorings are improved. Makers are paying more attention to the demand for better shirts and the vogue for flannel and finer negligés.

At present a run of finer taffetas can be expected if the patterns are any indication of their superiority or subsequent sale. The same may be said of both plain and stripe silks. Samples in plain habitaux, fine Shantung and novelty stripes, either in line effects or Bulgarian colorings are attractive. Taffetas in neutral shades and light grounds with line stripes are good. These are mostly in cream or gray with pleasing black and higher colors, including tans, gold, green, pink, and mauve.

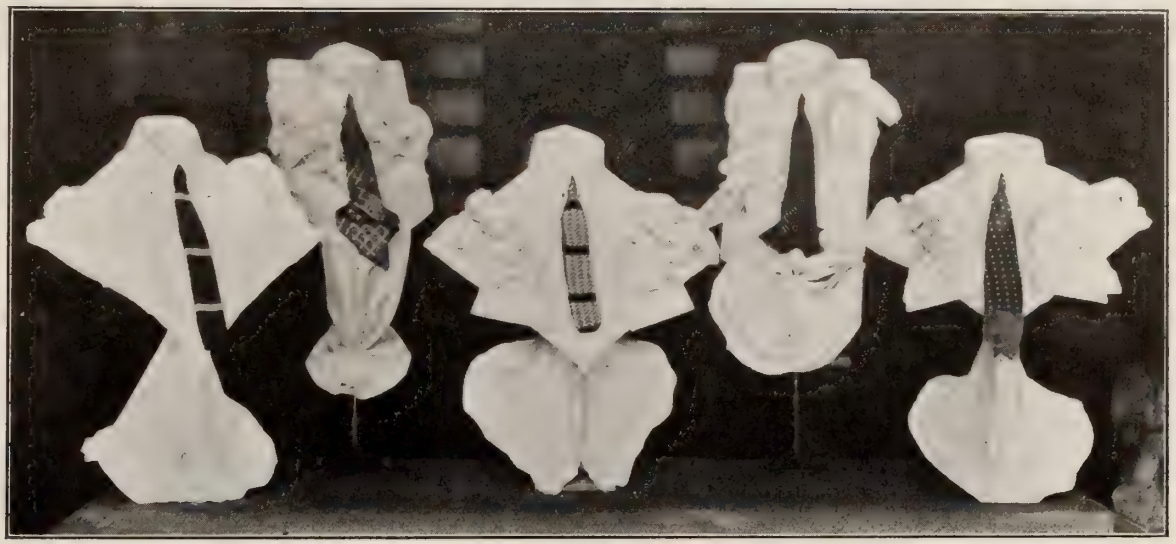
The showing of flannels and similar effects is comprehensive. These include all grades in light; Oxford and medium; an assortment of military and heather mixes and the staple blues as well as a showing of soft effects with neat color contrast almost similar effects and patterns are shown in cloths of United States manufacture. Except for the feel and texture there is little difference. These are the lines, which furnishers are expected to take in quantities. The prices are popular and the profits larger than usual because the appearance of the finished garment merits it.

Crepes are a disappointment as far as their reception is seen. A sprinkling is taken for novelty. Buyers are afraid of the washing and look to the satisfaction of customers. A great many designs and fabrics are seen in crepe effects, mostly fine stripes in self white or cream and a few with a touch of color, but all light. Fine mercerized cloths in embroidered designs are being sorted in representative or exclusive trade. This is a tendency in the growing number of fancy patterns and neat stripe and design effects which are now sampled for mid-season selling. White broches in stripe and neat florals (the latter not too large but neat) line, Bedford cord or wall finishes are good.

In fine colored materials, both mercerized and corded cloths, some effective designs are forward. A good repeat season is looked for on plain negligés in any soft and silky finish fabrics. White, cream, sky, tan, grey and fancy white are the sellers. Many of the newest selected materials have self cord or line finish. In staple Oxfords and heavier shirtings, blue grounds with white, and black and white at leading values are ordered well ahead. A scarcity of all weights of Kharki materials is reported.

The question of the sale of soft collars is important to both manufacturers and furnishers. Salesmen have pointed out that light weight white collars are to have the call. Therefore, buyers can save by ordering shirts without soft collar to match. As far as domestic trade is concerned, makers still supply this collar with the shirt. When are these collars worn? It is remarked that they are never seen, except at Summer resorts or in sporting circles. Furnishers have to decide for themselves and the class of mid-summer trade catered to will dictate which method is more profitable. It looks as if, with the extra advance in novelty sales, personal selection of choice novelties and a good showing of light weight collars are apt to result in better business. If the sales advance to correspond with the wider ranges in more select goods featured for midsummer, the turnover for mid-season will be satisfactory. It is early to give an accurate idea of the factory clearances for 1st July delivery. Men's furnishers who follow the sale policy will be provided with value lots as heretofore. In finer trade merchants are paying more attention than usual to stock clean-up and keeping showings up to novelty. They find this pays. The advance in novelty in the last two seasons provides new designs and materials as required. A clean, high-class business with up to the minute showings and less stock is more profitable. This accounts for an increasing mid-summer business, which manufacturers are now catering for.

Cobourg, Ont.—Sam Clarke, M.P.P., has sold his men's furnishings and tailoring business here to Geo. Stott and his dry goods business to Mr. Scougale of Colborne. Mr. Clarke is retiring from mercantile life after having carried on a large business here for over twenty-six years, which of late has been largely managed by his sons. Mr. Clarke is at present away on a trip to the West.



Neatly arranged display of shirts by Reid W. Pepper, with Harvey C. Hall, Toronto. Shirts shown by courtesy of Deacon Shirt Co.

Merchants and Buyers

get the habit of reading the advertisements each issue. They contain valuable information about goods you should know about.

Clerks

get familiar with the selling points of the goods you have in stock. Many good selling arguments are found in the advertisements in the "Review" each issue.

An Attractive Group of Showcards



These cards are the work of Edwin E. Bell, manager Thornton & Douglas, Guelph.

Men's Wear Windows With a General Appeal

Description of displays run by Thornton and Douglas store, Guelph, which were awarded first prize in the horse show contest—Some reflections on the advisability of not limiting the appeal.

THAT GOOD window displays of mens' clothing and furnishings can be made sufficiently attractive to appeal to everyone, to women as well as men, is a point which all, perhaps, do not fully appreciate. And yet it is important that mens' wear displays should appeal to the fair sex. Strange as it may seem at first thought, sales are made through attracting the attention of women. This is manifested not only in the purcases which ladies make themselves for husbands, sons and brothers, but in the influence they can exert on the purchases made by the aforsesaid husbands, sons and brothers. There are only a certain percentage of men who have what might be termed the "style sense." The rest are too busy or too indifferent to care much if they are dressed right or not. They buy a collar or select a tie which seems to look allright to them and they are not easily interested in sartorial developments or new styles in clothing and haberdashery.

What these men lack is supplied in a certain percentage of cases by the interest their women folks take in them. Their wives or sisters suggest ideas and purchases which the men themselves would never have thought of if left to themselves. Thus: "I saw a tie in Brown's window to-day, John, which would just suit you. Let's go down and buy one"; or—"Why don't you keep in style. That shape of collar went out long ago"; or—"You need a new hat. Let me go with you when you buy it, so that you'll be sure to get the right shape."

This kind of suggestion is required for some men. Many men, who present a good appearance and generally appear to be dressed correctly, owe it to the interest taken in them by their wives and sisters. It is not intended to suggest that this occurs in a large percentage of cases, but there are more men of this class than one would be inclined to believe at first thought.



Furnishings window dressed by Edwin E. Bell, manager Thornton & Douglas, Guelph.

It follows, therefore, that the window trimmer must endeavor to make his work attractive, both for men and women, recognizing that many of the latter are an indirect buying force. Some display men are inclined to work on the assumption that they are appealing to the masculine eye only, designing their displays on stern lines and not giving a sufficient degree of attractiveness. They limit their appeal unnecessarily by so doing.

This train of reflection was brought up by a study of the two displays herewith reproduced, arranged by Edwin E. Bell, manager of the Thornton and Douglas store, Guelph. These trims were attractive to the fullest degree and calculated to win attention from everyone. They were 100 per cent. windows in this respect—representing a standard which all display men should endeavor to attain. The popularity of the two displays was such that they were awarded first prize in the Horse Show window competition in opposition with all the stores in the city. Speaking of the results obtained from them, Mr. Bell writes: "Our horse show windows proved to be the best advertising we have done for some time, creating much favorable comment and attracting each evening in front of the windows interested groups of people."

This demonstrates the value of arranging windows with appeal to every class.

DESCRIPTION OF DISPLAYS.

The color scheme throughout was in purple and gold. Shelves were handsomely draped with material in the royal colors and the same color combination was carried out in the neckwear ribbons and pennants shown.

In the clothing window a Newmarket coat, silk hat, gloves and riding crop made an effective grouping on shelf. A handsome saddle with riding accessories was used for the centre of the window Palms, riding pictures, show cards and signs were used to build up an attractive setting. A showing of top coats and suits in shades of golden browns completed this display, carrying the harmony of color throughout.

In the furnishing window a large papier mache horse shoe, with a life-size horse's head, formed the centre of the display. A thoroughly equine atmosphere was lent by an assortment of bridles, riding crops, blankets, whips, and other accessories.



Clothing window dressed by Edwin E. Bell, manager Thornton & Douglas, Guelph.

Big Attendance Anticipated at C.W.T.A.

Arrangements have been completed, as outlined in accompanying article—It is fully expected that convention will be a red letter event.

The second annual convention of the Canadian Association of Window Trimmers is to be held in Victoria Hall, corner of Queen St. E., and Berti Streets, Toronto on Monday, Tuesday and Wednesday, August 11, 12 and 13.

Victoria Hall is convenient. It is in the heart of the large retail district. The layout has been allotted as shown in the plan . There are two large assembly halls. The main one is a large airy auditorium 40 x 70 feet with stage and seating capacity for 400 people. Part of this room at one end, and another similar hall 30 x 60 feet are reserved for manufacturers' booths. The interior layout also consists of reception room, check and wash rooms and is especially adapted for an event of this kind. Every convenience is provided for visiting trimmers and manufacturers' exhibits. The halls are reached by elevator and main and rear stairways. z

The convention hall is especially well equipped for the conduct of the proposed program. Among the main features is plenty of room for the work and demonstrations. The stage is the right height and there is enough distance to get the best results from the stereopticon views, which are to be presented. The wall decoration, artificial lighting and other facilities are all that could be desired for unit settings, drapes or exhibits. Both rooms have beautifully waxed floors and the furnishings of the different rooms conform to the needs of a gathering of aggressive display and publicity men and representative merchants.

Space is divided, according to best location and the merchandise to be displayed, in the plan of booths. A nominal charge of 25c a square foot is being asked. Manufacturers of display fixtures, store equipment, or publicity can arrange for space from 6 x 6 feet to 8 x 12 feet. Eighteen booths are shown on the plan. These will be built according to size contracted for and will be artistic in design. The shape of the hall and the arrangement of the booths avoids any chance of confusion. At the same time, particular prominence is given to the modern displays which will be made by the enterprising fixture houses. Booths are being reserved in order as applications are received from the manufacturers interested. All the leading firms have been advised by President H. Hollinsworth and the plans submitted by the secretary. At the present time there is every indication of a most successful convention.

Every member of the Association is responsible for the success of the second annual convention. The proposition from every standpoint is in their own interests. In making the announcement regarding headquarters, the Executive Committee are confident that they have done the best that could be suggested both for themselves and the manufacturers. The plan is businesslike. It should be appreciated that the committee in charge have foreseen difficulties. They have anticipated the importance which an event of this kind should be to display managers and publicity men. The convention in all its arrangements is sufficiently broad to comprise every possible feature to advance the art of decorating.

GETTING THEM TOGETHER.

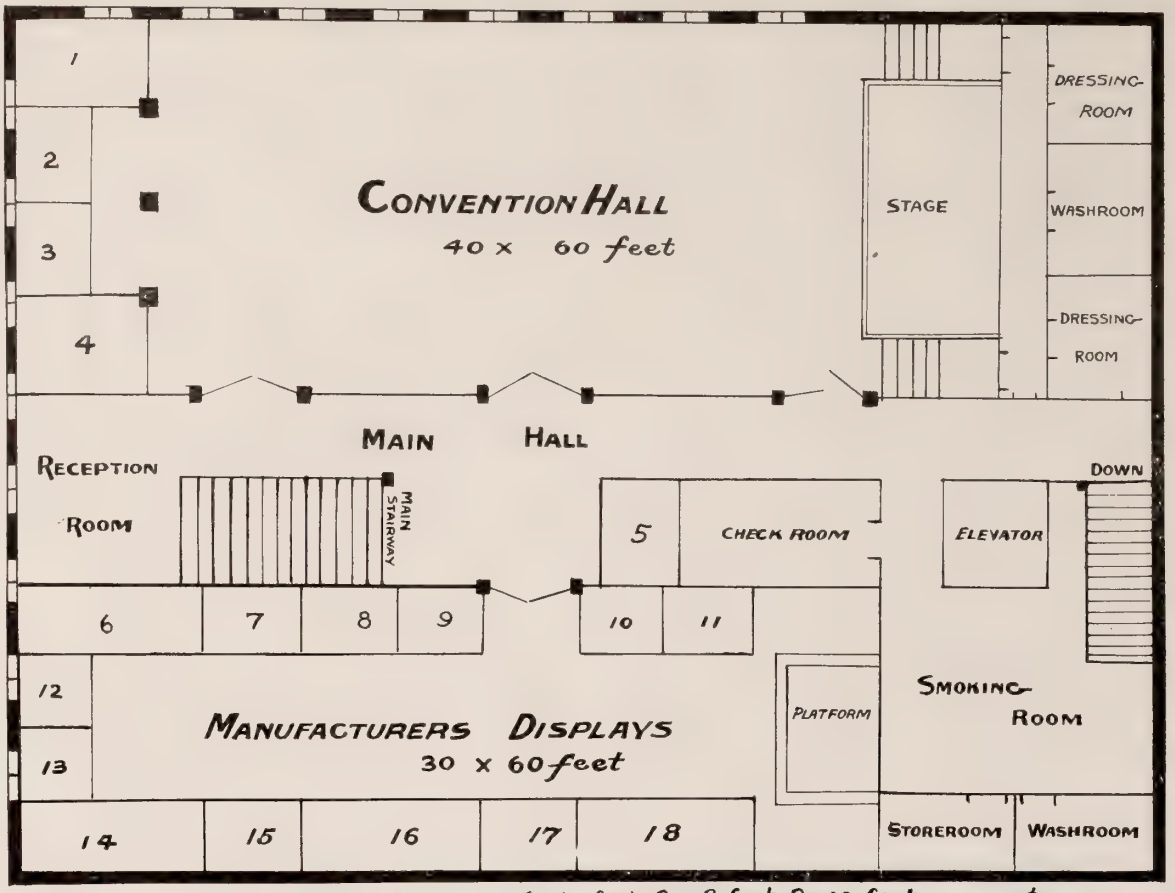
The best part of the C.W.T.A. program is that it brings retail store trimmers, advertisers, cardwriters and manufacturers together. They are in touch with the foremost publicity men in America. There is no other motive except the co-operation of display men to improve their own standing. The expense of visiting the convention for three days is much less than any other arrangements, which could be made to secure the same advantages. The idea is to place the best within the reach of display men, who have not the facilities or the time to go farther afield. It is a simple plan to bring the instruction and fellowship of the craft home. This is considered better than searching individually for the help which is needed. Future development or use of the information depends on the artistic ability of the individual. The size, locality or needs of the business represented will define how far the ideas can be applied to improve or make the intelligent display of merchandise easier.

Merchants want results. The C.W.T.A. recognizes that this must be the aim of the association. In the future the movement depends on the ability of members to give results .

BIG ATTENDANCE ANTICIPATED.

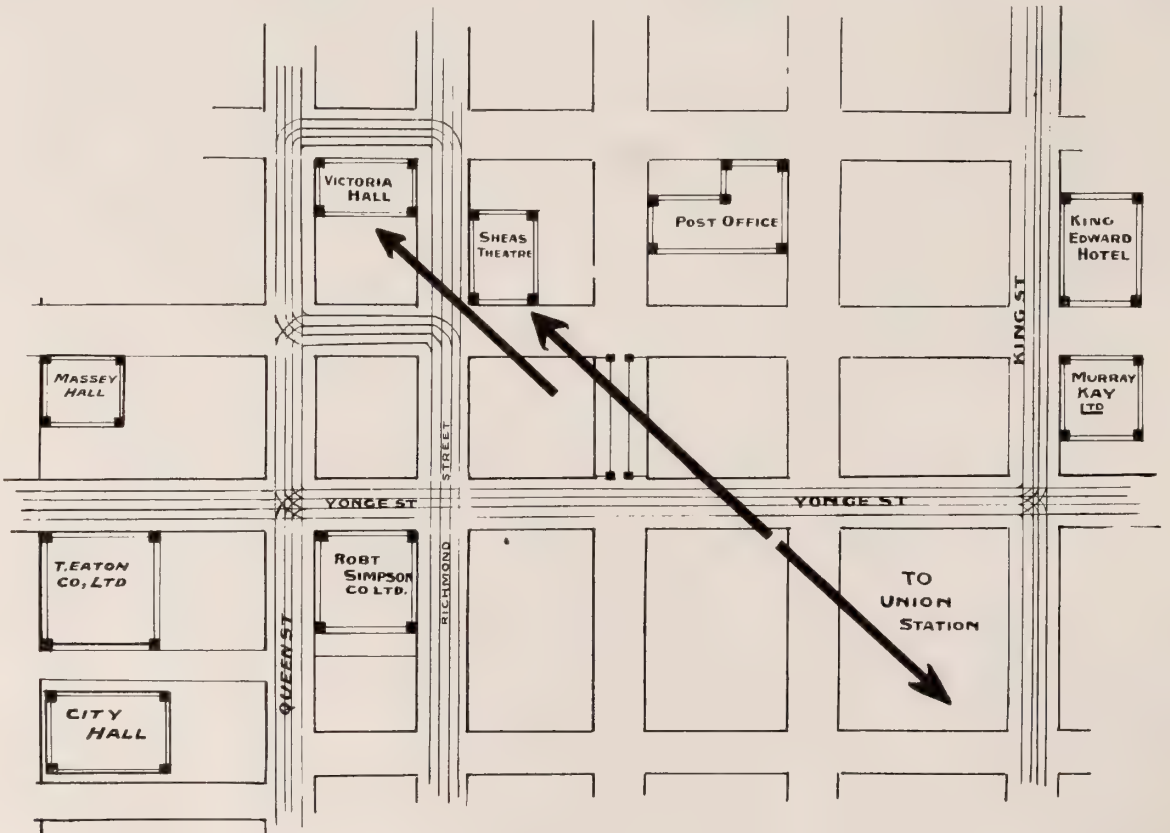
The organizing committee undertake to have 200 members present. Great things are planned by the entertaining committee. However, the officers cannot do it all. At least 200 live display men should take advantage of the second annual convention. Enough of the plans and the program have been announced to show that this event is one of the most important of its kind held in this country.

Last year over 80 members registered and attended the meetings. During the evening program over 125 people were present. It should not be a hard matter to double this next August. This is where individual members can help. Each one can interest a fellow worker in any of the branches of



EXHIBITORS SPACE: 6x6 feet 8 x 8 feet 8x10 feet
6x8 " 8 x 9 " 8 x 12 feet 25¢ Sq. Foot.

Interior layout of Victoria Hall, Toronto, showing manufacturers display space arrangement of booths and assembly reception and smoking rooms for the 2nd Annual Convention C.W.T.A., August 11, 12 and 13, 1913.



Toronto business centre and main thoroughfares, showing the location of Victoria Hall; 2nd Annual Convention C.W.T.A., August 11, 12 and 13, 1913.



Main assembly room in Victoria Hall, corner Queen and Berti Streets, Toronto. The 2nd Annual Convention of The Canadian Window Trimmers is to be held here Aug. 11, 12 and 13, 1913. Part of this and a similar hall is reserved for manufacturing displays as shown in diagram.

retailing. In every town there are numerous active men who have not yet been asked to join the Association. Send in their names. If every member will arrange to bring one other member, this year's convention will surpass any similar organization of the same age. The members can do it.

The attitude of leading merchants is a promising outlook for next August convention. Most of the merchants who have been asked their opinion are favorable. Several members have approached their employers with regard to expenses to the convention. This is a good idea when the store is to benefit by direct results. The neglect of trimmers in presenting the matter in this way is one of the reasons why some display or publicity men have not been interested previously. The different committees are arranging so much of importance that whether a representative is sent by the store or pays his own expenses he cannot afford to stay away. Both the merchant and representative will be asked to judge whether or not the money is well spent. If the firm cannot see their way clear to pay expenses, come any way. They are usually willing to pay for better workmanship and results.

INDIVIDUAL HELP NEEDED.

Members can do a lot of work between now and August 1. The most important is to be in good standing and boost for a larger membership. The membership fee is $2 yearly and on this the financial welfare of the association depends to a great extent. This year the Association will be self supporting if the members send in their dues at once. The fees pay for the prizes. Therefore more paid up members means better contest awards. Money received from the sale of booths pays the rent of the hall and any expenses in connection with the program. Manufacturers are interested by a larger guaranteed attendance. Members cannot neglect their standing and expect the committees to take all the responsibility. Do not leave this matter until August 1. A few members have not yet paid this year's dues or signified that they intend to come to the convention. It is important that they do so. Every member should also ask fellow trimmers to join now. Plan now to take advantage of the opportunity. Everybody is welcome but the association has to depend on its membership. Boost for 200 members.

Remember the Convention dates. August 11, 12 and 13.

Kelowna, B.C.—An improved store front has been put in by the Oak Hall Clothing Co.

* * *

North Bay, Ont.—T. Milligan has remodelled his front and A. T. Smith, men's furnisher, will do the same.

* * *

Fort William, Ont.—Henderson Bros., men's outfitters, are going out of business and are conducting a big closing out sale. The sale is being advertised heavily in double-page spreads.

Some Style Tendencies in Masculine Attire

A summarized report of the Merchant Tailors' Fashion Exhibit held at Chicago—Ideas for summer wear, some of an extreme nature, are shown.

SOME OF the most distinct style tendencies at the Merchant Tailors' Fashion Exhibit at Chicago are given in the following report from the Tailor and Cutter:

Norfolk coats will be very popular, and the padless, close-fitting sparrow coat style will prevail among the young men.

Peaked lapels with rounded corners and long, narrow effect are to be worn extensively this season.

Polished bone buttons seem to be the correct adornment for Spring and Summer clothes.

Coats bound with narrow braid are the real thing for Summer wear. Ravelings from the braid are used for felling the braid ¼ and ½.

Blue and gray serge bound with narrow black braid will be very popular.

Trousers will average 19 inches at the knee and 16½ inches at the bottom.

Double-breasted sack suits made from a dark blue Scotch material, length 31 inches, were on exhibition. Closed with 3 buttons, 4½ inches apart. Lapels well peaked, shoulders medium width, general effect of garment snug fit.

A very pretty model seen for Summer wear was made of gray material, a two-button, soft roll style, lapels peaked and a moderate cutaway front. Length 30 inches. Vest was 6 buttons, cut high. Trousers had a slight hip fullness, 19½-inch knee, 16-inch at bottom, with a 1¾-inch turn-up or roll bottom.

Quite a few cutaway frocks made from Roberts' cheviots were on exhibition, waist length 18 inches, full length 37. Front closed with two buttons. Edges bound, lapels show the oval shape peaked, soft roll effect and the front in well cutaway.

Popular stitching for edges are 1-16 to 1-8 single-stitched, also great many were hand stitched.

Chesterfield overcoats were 40 inches in length, peaked lapels, single-stitched 1-8 of an inch.

A great many shepherd plaids were also on exhibition, length 30 inches, front closed with three buttons, soft roll and medium cutaway.

The lapels were peaked medium size, edges and seams were single-stitched.

Vest, no collar, five buttons. Trousers, roll bottom 1¾ inches, knee 19 inches, bottom 16 inches.

For business wear a few four-button sacks were shown, length 30½ inches. Lapels have a short effect and are medium peaked lapels. Shoulders medium width as are the sleeves. Some were finished with a slanting vent and two buttons. Edge double-stitched.

For young men the newest effect is a double-breasted sack suit and made up in a soft, striped suiting, two-button effect, full length of coat 30½ inches. The lapels have a long shapely effect. The sleeves are narrow in width as are the shoulders, being trimmed off with four buttons at the hand. The trousers are 18 at the knee and 16 at the bottom.



One of the latest styles of lounge jackets. Reproduced from Men's Wear, New York.

Single-breasted two-button sack, straight front, made from dark blue pencil stripe. The pockets are all patched and button down. The length of coat is 29½ inches and edges are single-stitched as are the seams. The trousers are 19 inches at the knee, 16 inches at the bottom, and have a turned-up cuff of 1¾ inches at the bottom.

Nelson, B.C.—Emory & Walley, men's furnishers, are making extensive changes in their store. The office has been moved to a large balcony and the space below given up entirely to the tailoring department where three men are employd regularly. By this change the store space has been increased by an area of 25 by 15 ft.

If you're planning on bigger business for Fall YOU SHOULD FIGURE ON "IMPERIAL" BRAND

—the brand that made good profits and honest values possible in Men's Pure Wool Underwear



With the "Imperial" Brand of Men's Wool Underwear lined up behind up, there is little doubt, but that you will considerably increase your business over last year.

We have been specialists in Men's Wool Underwear for the past third of a century and have built a name for our underwear that is untarnished.

Our Men's Natural Wool, Men's Elastic Knit, Men's high grade Imperial, are far above the usual in value, fit and finish. "Imperial" Brand is the standard.

"Imperial Brand" Underwear can be secured at the leading wholesale houses.

KINGSTON HOSIERY COMPANY

Kingston *Established 1880* Ontario



The "last word" in boys' Clothing

Lion Brand is the product of many years' experience in specializing on Boys' Clothing. This experience has taught us to use serviceable, high-grade materials in styles that will instantly appeal to the fancy of the youth.

If you have been having trouble with your boys' clothing business, give us a trial order and let us prove that Lion Brand Clothes are quick-sellers and good profit-producers.

Write for catalogue.

The Jackson Mfg. Co.

CLINTON FACTORIES AT ONT.

CLINTON, GODERICH, EXETER, ZURICH,



THE

KADY SUSPENDER

Permits free movement of the body and shoulders. No binding, no strain anywhere, no stretching of fabric, no wear and tear on buttons.

These are the SELLING POINTS of the Kady. All that men of action demand. It's the suspender they come back for. Push it.

The **Double Crown Roller** is the Kady's great feature. A patented device so simple and perfect that duplication is impossible. Imitation has been attempted. The straps slide over the rollers obedient to every movement of the shoulders.

Attractive signs and store cards free. Write for literature.

DOMINION SUSPENDER CO. NIAGARA FALLS, CANADA

Chinese Take to Despised White Styles

European clothes have officially been adopted—Etiquette chart issued, prescribes the "topper" as China's "Hat of Great Ceremony"—Some sartorial incongruities.

"THOSE OF position who call on the Chinese National Assembly will be expected to wear the Hat of Great Ceremony."

The Hat of Great Ceremony is known to the Western World as the "Silk Topper" or "Plug Hat," and the above injunction is a part of the instructions in clothing etiquette recently issued by the new Chinese Government. Every garment is labelled and its use carefully described so that there may be no mistakes to cause the foreigners' smile.

While intended for the use of Chinese officials, the chart is important in showing that China is adopting the clothing of the West. The stately robe and Mandarin's feather are to give way to an "evening coat of ordinary ceremony" crowned by a "Christie" hat.



China, now that a Republic has been established, is forsaking her national dress for Western attire, as the above chart (reproduced from the Outfitter) will show. Every garment on the chart, which is intended for the use of officials, is carefully labelled in order that no mistakes may be made.

It is not, however, Chinese officials alone who are adopting European clothes. According to an interesting article in "The Outfitter," all self-respecting Chinese men and women make it a point of honor to wear foreign clothing.

Less than ten years ago, says one authority, the Chinese made fun of our European clothing. They did not hesitate to tell us to our face that they thought our clothes ugly, if not indecent. Now there is not a Chinese man or woman with pretensions of being "up-to-date" who has not his or her European costume.

TWEED CAP AND BLUE GOWN.

This change of clothing has not helped to make the Chinese look more picturesque; the European is rather inclined to laugh when he sees for the first time a representative group of Europeanised Chinamen. This is mainly due to their affection for tweed caps.

One of the commonest features in the streets of places like Shangai or Hankow is to see a man clad in a blue gown wearing a tweed cap ravishly tilted over one ear. The effect is entertaining rather than impressive.

The tweed cap, however, according to one English merchant settled in China, plays a very important part in present day Chinese life. It serves as a badge for the reformer and those who do not wear it are apt to be regarded as reactionaries and may be suspected as diligently seeking trouble.

Still more striking is the change in Chinese women's clothing. At one time they thought English women looked like "wasps ready to break off in the middle."

The modern Chinese woman, if she wishes to be thought stylish" never talks in this way. Her dress is made of foreign material and she will pay three times as much for foreign brocades as for native make, although the home-made will last ten times as long.

Ingersoll, Ont.—Borrowman & Parker, clothiers and tailors, have dissolved partnership.

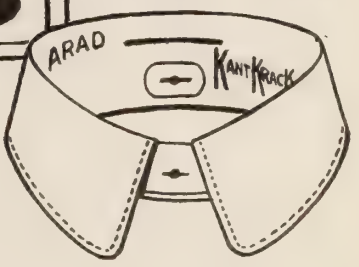
New Westminster, B.C.—Reid & McDonald, clothiers, have moved to their new store, 707 Columbia Street.

Sackville, N.B.—H. Miller, who was burned out some months ago and has since been conducting a store in Amherst, will again open in business here in men's and boy's furnishings.

KANT KRACK

COATED LINEN COLLARS





THE LONG SLIT
over the back button hole
THE RIVETED FLAP
reinforcing the weak spot
EASILY CLEANED
water, soap and sponge

These are the main features that are embodied in the KANT KRACK coated linen collars which serve to make them the most popular waterproof collars on the market. These features add greatly to the life and appearance of the collar. They look like linen and wear better. ***"One grade only, and that the best."***

(Made in Canada)

The Parsons and Parsons Canadian Co.

HAMILTON -:- -:- -:- ONTARIO

DR. NEFF'S UNDERWEAR



You have undoubtedly heard of it ---now you can get it in Canada

Dr. Neff's Pure Wool Underwear is famous for its delightfully soft texture—its great wear —its perfect body conforming fit.

Comes in Union and two-piece suits.

Send for samples of the Fall and Winter range.

THOMAS WATERHOUSE & CO., Limited

Ingersoll, Ont.

Mr. W. R. Mosey, Toronto, agent for Ontario; John W. Peck & Co., Winnipeg, for Manitoba, Saskatchewan, and Alberta; John W. Peck & Co., Vancouver, for British Columbia and the Yukon.

PIM'S IRISH POPLIN



For Distinction, Refinement, Durability, select

PIM'S IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers, William Street, Dublin.

Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg., Montreal.



Final Proceedings at the R. M. Convention

IN THE last issue, The Review presented a report of the early proceedings at the Retail Merchants Convention. Concluding sessions are reported below.

Bulk Sales Act further discussed, some interesting points being raised—Trading stamp schemes discussed—Election of officers for ensuing year.

Toronto, May 10.—Whether or not the proposed Bulk Sales Act for Ontario would or would not be detrimental to the interests of the retail trade was one of the main subjects up for discussion on the second day of the Retail Merchants' Association Convention at Massey Hall last week.

DISCUSSION ON BULK SALES ACT.

After the secretary's and treasurer's reports had been presented, the convention went into the further discussion of the propriety of the proposed Bulk Sales Act.

G. B. Ryan, of Guelph, again contended that the principle of the bill was correct—that there should be some law to prevent a dishonest merchant from selling out and departing with the money. He suggested that if any parts of the wording of the bill were found to be detrimental to the retailer they should be changed, but he would not be in favor of it being fought against in any form.

Secretary Trowern stated that on his recommendations the bill had been entirely thrown out, not merely laid over. It was a bill, he said, for the protection of the wholesaler and not the retailer, and, therefore, in his estimation was class legislation. Retailers were honest men, with few exceptions, and just why there should be such a bill to catch a handful of rascals to the detriment of honest men he was at a loss to see. He contended wholesalers should watch their credits closely enough, so that it would be impossible for them to lose money by the absconding of debtors.

Replying to this, Mr. Ryan said that that was all very well from a local standpoint. "Men whom I deal with are all nearby, and I know what's going on. But it's different with a wholesaler, who has to do business with customers 1,000 and 2,000 miles away.

The secretary maintained that in the Criminal Statutes at present was an Act dealing with absconding debtors. It was a criminal offence, liable to a fine and imprisonment. If power could be given Dominion authorities to go after the absconder when he crosses the line nothing more would be required.

"Stop him from selling out and defrauding his creditors before he gets across the line," declared Mr. Ryan.

"You cannot make legislation to cover every transaction," said W. H. McCordick, St. Catharines, who maintained that a wholesale dealer or manufacturer could prevent bad credits by securing statements on intending purchasers from mercantile agencies. "Once when I went to Buffalo to buy coal I was asked how much I was worth. I told the man, but if I had been crooked in giving him the figures he would have found me out when he had secured a statement."

The impression of J. Staples, Lindsay, was that if he wanted to cheat his wholesaler the bill would stop him from selling. If he cheated he would be criminal, and, therefore, the law should follow him anyway. But he did not think the proposed Act would affect an honest man.

Mr. Trowern—"The bill should not go through unless it covered everybody, not simply retailers."

Mr. Ryan—"The bill prevents a wholesaler or a manufacturer from selling out without the consent of 60 per cent. of the creditors, just the same as it affects the retailers."

Mr. Trowern—"If it had stated that the seller did not have to submit the names of 60 per cent. of the creditors until after the sale it would have been a different thing, but the seller must get their consent 'before closing' the sale."

Mr. Ryan—"Yes, 'before closing' the sale, not 'before beginning' the sale. You have your contract all drawn up and the deal must go through."

"Another thing," added Mr. Ryan, "in the circular letter sent out from the association headquarters it states that the fees of the trustee, which shall not exceed 5 per cent., must be paid by the debtor. That is not true. It distinctly states in the second part of section 5 of the proposed bill that the fees with any disbursements 'be deducted out of the moneys to be received by the creditors and shall not be charged to the debtor.' "

The secretary contended that if the seller owed, say, $4,000 to a mother-in-law, a brother, an aunt or an uncle, that person would not be content to get back only 95 per cent. of it.

A. M. Patterson, dry goods merchant, Brockville, drew an analogy between the proposed bill and the method adopted in selling a house. "You have to inform the purchaser as to the mortgagee, if any, and the amount against the property, before the sale can be consummated. There may be a few undesirable words in the bill, but in principle it is right."

R. C. Braund, asked where the bank would come in which had advanced money to the seller. "Would the bank," he asked," be willing to accept its loan



ARE YOU PREPARED

For the business on all kinds of Knitted Goods that will come your way this Fall?

Our travellers are now on the road and a card will bring them to you. They are showing a most complete line and worthy of your inspection.

BENTRO
THE WEAR IS THERE
KNIT

Sweater coats for ladies and men. Ladies', children's and men's mitts and gloves. Caps, toques, sashes and knitted neckwear.

"Bentro Knit" goods are produced by men who are long experienced in the business. The most modern equipment and a desire to give only the very best cannot fail to produce a selling line that you can ill afford to be without.

THE WILLIAMS-TROW KNITTING CO., LIMITED

Stratford - - - Ontario.

Agents:

J. M. ROBERTSON & CO.,
70 Bay St.,
Toronto, Ont.

GEO. A. HARRIS,
120 King St.,
Winnipeg, Man.

Wreyford & Co., Toronto

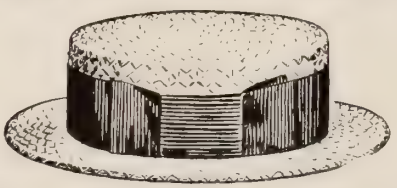
Wholesale Men's Furnishers

Dominion Agents for following Manufacturers:

Young & Rochester, LONDON AND LONDONDERRY

Finest Taffetas and Silk Shirts—Latest Neckwear—New Collars—Spring Designs of their celebrated "Wyanar" Shirts stocked in Toronto, at $12.00 and $13.50 doz.

Tress & Co., London and Luton



High Class Hats and Caps—Shipment of Straws just received. New Fancy Edge, Ivy band, $15.00. Cork Lined Boater, $12.00.

Cohen & Wilks, Manchester

"Aquatite" Raincoats in Yarnproof Gabardine, Handspun Tweeds, etc.

Reversible Ulsters and Motor Coats for Gentlemen and Ladies.

Linen without laundry bill
Waterproof without odor

THAT'S

S. D. COLLARS

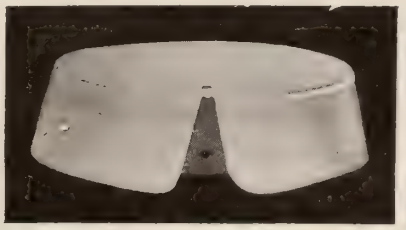
They are neat, stylish linen collars, with all the appearance of the ordinary linen collars but with the weekly laundry bill eliminated. Being waterproof they may be wiped off with a damp cloth and look as clean and fresh as a newly laundered collar.

Made with or without non-corroding aluminum eyelets.

Made in linen, gloss and dull finish.
Sold in half sizes, 12 to 18.

Write for catalogue to-day.

The
Smith-D'Entremont Co., Ltd.
1475-77 Queen Street W. - Toronto



minus the 5 per cent., for the trustee because it was one of the creditors?"

Becoming involved with difficulties and because of both the opposition to the bill and the favor it found it was finally decided to leave the question over to a special committee composed of the executive, which would also request various branch associations to appoint one of their number to act on it. A conference with representatives of the Canadian Credit Men's Association was also suggested, and this will be had, no doubt, if the retailers decide that some sort of Bulk Sales Act is deemed advisable.

TRADING STAMP ACT VIOLATIONS.

In absence of President Wesloh for an hour or so, vice-president E. C. Matthews took the chair on Wednesday afternoon while the convention was dealing with remainder of the resolutions. The first was that, whereas some merchants are using coupon cards, prizes as awards, etc., in violation of the Trading Stamp Act, it was desirable that all cases of this character be forwarded to the executive.

B. W. Ziemann, merchant tailor, Preston, Ont., contended there was too much of this sort of thing going on, and that merchants frequently go into illegal schemes unknowingly. "We should show fellow-merchants that they are violating the Act," he said, "but when promoters attempt to launch such schemes it is a different thing; we should get right after them."

DELAYS IN FREIGHT CLAIMS.

At this juncture Mr. Gray, of the claims department of the Grand Trunk, who was asked to come to the convention, talked for a few minutes on some of the reasons why there were often delays in settling claims.

"Delay in settlement," he claimed, "not altogether a matter which rests with the express or freight departments of the transportation companies. We handle many claims, and a large percentage of them are due to delays caused by incomplete returns from receivers. We must have the documents filled out properly, but in many cases the claimant neglects to do this. He fails to understand the necessity of it. I have known it to take five, six and seven weeks before the documents came in properly filled, and we do not ask for anything that is unnecessary.

"Often the merchant's own employees as well as the cartage men are indifferent to his interests, simply because they know that if there is any shortage when the invoice is gone over he can get it adjusted with the shipper who comes after us. We may have good receipts to show that goods arrived in perfect condition at your station, and then comes the trouble. Retailers should assume greater responsibility in getting the goods from the depot so as to prevent any pilfering on the part of cartage men or their own employees.

"Another cause for complaint," added Mr. Gray, "is due to insufficient packing, addressing, and lack of care in making out shipping bills. No more than 70 per cent. of shipping bills are completely filled out. Address, name of county or something else is wrong or omitted.

"The transportation companies," he said, "have difficulty in the employment of labor. We are not in direct touch with our men as you are, and they are continually leaving, and, therefore, many of them are inexperienced."

ADDRESSES BADLY MIXED.

"Go to any freight shed and you will find 75 per cent. of return packages have no address or anywhere from one to fifteen. The wrong barrels sometimes come back, and as barrels are not of the same value there is a kick, and we have to pay the difference."

A few questions were asked Mr. Gray in reference to delays in paying claims after these had been acknowledged by the company. One man said it was his opinion that the Grand Trunk had always thousands of the people's money on which it was saving interest.

Mr. Gray replied that such was not at all the case, as 90 per cent. of the claims acknowledged were paid in 60 days.

One resolution dealt with the contention that a Department of Trade should be formed by the Government in the interests of the retail merchants. Labor had its separate department, and the convention considered the retail trade should be similarly recognized.

Objection was taken in a resolution to the indiscriminate distribution of an annual publication from the Department of Labor at Ottawa dealing with wholesale prices. This book, it was pointed out, gets into the hands of labor people and others who know nothing of business conditions, and tends to create a prejudice against the retailer.

The incoming executive was instructed to watch articles appearing in newspapers, journals, magazines, reflecting on the character and ability of retail merchants.

Leading the Way

IN THIS issue is presented a description of the new store of Rod Sangster Jr., Montreal. It is a large and spacious establishment, fitted up in the most modern manner and with fixtures which not only give the maximum amount of display space but unusual facilities for stocking of goods as well. One has but to consider the equipment of stores such as these to realize that the men's wear store of to-day is leading the way in the matter of equipment. For adequacy of display and stock arrangements the typical men's wear store has no superior.

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED



Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, LTD.,

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

Prepare for the Belt Season



If you are not using one of our No. 1125 improved belt stands, you are not making the most of your opportunities. This is the very best stand ever devised for the display of belts. It stands 5½ ft. high, and the prongs are numbered for the different sizes of belts. Each prong is also removable, as shown in cut; the stand revolves. We also make this stand with plain prongs, with turned up ends, for the display of suspenders. Write for our new catalogue to-day.

Clatworthy & Son Ltd.

161 King St. West
TORONTO

THE ROYAL BRAND COATLESS SUSPENDER

Comfortable, Invisible, Easily Attached

Many men spoil their happiness and comfort by suffering from the Summer's heat just because they cannot get a satisfactory invisible suspender. You know that this is true, Mr. Merchant, so why not introduce a suspender that is absolutely invisible, perfectly comfortable, easily attached. These points are all embodied in the Royal Brand Coatless Suspender. It gives the wearer perfect freedom of movement and all round satisfaction.



Made in two styles and qualities — 2 point and 4 point. We also make garters, arm bands and leather belts.

Write for prices to-day.

Manufacturers of "Peerless" and "Fit Rite" Braces

The Canadian Suspender Mfg. Company
92 Peter St. - TORONTO

The MacLean Publishing Co. in Europe

Something about the work in Great Britain and the Continent, together with a brief description of the London offices — The MacLean Publishing Co. a factor in Imperial trade.



FOR NEARLY 25 years the MacLean Publishing Co. have maintained a branch office in London to look after their interests in the British Isles and the Continent of Europe. Till 1904 this office was at 85 Fleet Street, but, as this building was demolished with several others in the Fleet Street improvement scheme, the company took offices at No. 88 on the opposite side of the street. Here, on the second floor of the fine building owned by the "Birmingham Post"—one of the leading British dailies—and overlooking almost the entire length of Fleet Street with its continuous stream of traffic, many newspaper offices, noise and bustle, the London Staff of the company keep in touch with the latest trade developments of the whole of Europe and the outlying parts of the British Empire.

During the last few years the European business of the company has grown to such an extent that the offices and staff have had to be doubled. Amongst European houses The MacLean Publishing Co. is recognized as an authority on Canadian trade and financial conditions and is frequently consulted by firms interested in the Canadian market and those wanting to secure a foothold in the Dominion.



E. J. Dodds, manager of London office of The MacLean Publishing Co.

The offices now consist of an entire flat of four rooms. Of the front two, overlooking Fleet Street, one is Mr. Dodd's private office and the other is occupied by the stenographers. The rooms at the back which look out on to St. Bride's Church, and grounds, famed for its graceful spire, are devoted to the accounting, subscription and travelling staff.

The company's representatives cover the whole of the British Isles at frequent intervals, thus insuring the information about various industries and manufacturers which is kept on file at the office is always up-to-date. Manufacturers and traders in all parts of the Dominion constantly write London office for information and advice, whilst Canadian visitors use the offices freely and have their mail addressed them there if they wish.

British manufacturers are doing an increasing trade not only in Canada but practically all other markets. A big portion of this business is done through export merchants and shippers in London who act as buying agents for foreign houses. Goods advertised in MacLean's papers are not infrequently enquired for by the London merchants who have received enquiries from their clients in various countries. The circulation of MacLean's papers amongst British Export Merchants is being cultivated and Canadian manufacturers using publications of the firm will find this circulation of the greatest possible value if they are looking for export business.

In addition to the circulation amongst British merchants an increasing number of MacLean's papers are finding their way to British Dominions and foreign countries, including Australia, New Zealand, South Africa, India, France, Germany, Italy, Spain, and Switzerland, Russia and Turkey.

- - THINK IT OVER - -

The advertisements appearing in this paper each issue are there because it pays the advertiser and for no other reason.

Is it not about time you investigated this proposition, and not let the other fellow do all the talking to the man you should be selling?

You can talk across Canada in full page space to live dry goods dealers for $25 an issue if you contract for twenty-four insertions. Worth while, isn't it?

Editor of Dry Goods Review.—"Will you be kind enough to advise us best manufacturers in Canada or the States of iron beds and mattresses. We shall greatly appreciate any information."

The following firms specialize on beds and bedding. Quality Beds, Welland; G. Gale & Sons, Waterville, Que., Toronto office, 180 Queen St. E., Alaska Feather & Down Co., Montreal; Ideal Bedding Co., Toronto; Ives Modern Bed Co., Cornwall; Standard Bedding Co., Davies Ave., Toronto; Harvey Quilting Co., Toronto; Berlin Bedding Co., Berlin; Toronto Furniture Co., Toronto; The Kindel Bed Co., Toronto; The Ball Furniture Co., Hanover, Ontario.

* * *

Calgary, Ont.—W. Pickard and Son, dry good, millinery and read-to-wear, announce that they are going out of business.

* * *

Nothing like the impact of brisk business conditions to jar financial tightness. That's what is happening in Canada.

Elaborate Fixtures

Continued from page 53.

The business is run on a strictly cash basis and there is practically no expense for bookkeeping. The clothing sales are kept separate from the furnishings saels, each department having its own cash desk, so that it is possible to know at all times just what each department is doing.

The store emphatically demonstrates features for handling merchandise successfully. The departments are laid out correctly for the quick handling of the various lines. There are scarcely any packages or boxes. All goods are displayed in cases or laid out in drawers and the old-time system of unwrapping merchandise has been relegated to the graveyard. The policy of the store is exclusiveness, full value and prompt service, and it seems to fill the bill.



S. E. Porter & Co.

Sole Agents for Canada.

Complete Stock on Hand

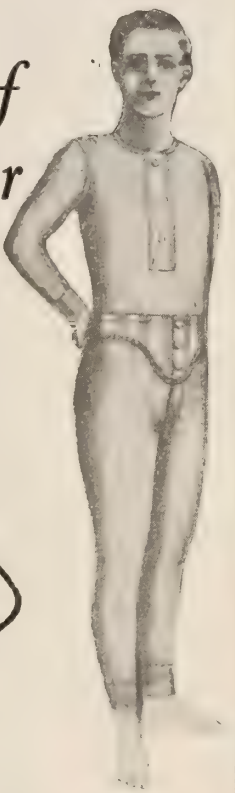
at

"Birks Building,"
MONTREAL

Look into the

Maple Leaf Underwear Record

during the past six years and you will be able to solve the "reason why" of its success. It gives the maximum amount of satisfaction to wearer and retailer. See the Fall samples.





THOS. WATERHOUSE & CO., Ltd.
INGERSOLL ONTARIO
HAROLD F. WATSON, WELDON & CO., Selling Agents
Coristine Bldg., Montreal.

A Handsome Horse Show Window



The Horse Show window shown above was trimmed by Reid W. Pepper, for Harvey C. Hall, Yonge Street, Toronto. It is both elaborate and striking, combining selling strength with a distinct "horsey" background, lent by the use of pictures and riding accessories.

This display contains several individual unit arrangements of men's wear which have distinct merit.

ESTABLISHED 1850

C. F. RUMPP & SONS

INCORPORATED 1904

Manufacturers and Exporters of

FINE LEATHER GOODS

TOURING GOODS

HOLIDAY GIFTS

Always TRADE R MARK *Reliable*



Write for Circular. Correspondence Solicited.

Philadelphia, U. S. A.

NEW YORK SALESROOM: 683 and 685 Broadway

WESTERN CANADA: WILLIAMS & MILLER, Calgary, Alta.

Stock Records and Store Forms are Adopted

Committee appointed by the Interstate Retail Clothiers' Association's selected forms which are deemed best fitted for carrying on clothing store—A description of the system.

THE INTERSTATE Committee of Retail Clothiers' Associations recently took up the question of stock records and office forms. A committee was appointed to go into the question fully, consisting of the president and secretary of each of the six state organizations in the Middle West. A number of other prominent association members were added to the committee. It was formed, as previously reported, at the Iowa Retail Clothiers' Association's annual convention in Dubuque, February, 1912. The idea was advanced at that time that one of the greatest needs of the average retail clothier was an efficient, practical system of keeping a careful record of stock and sales, in order to do away with over-buying, says Men's Wear.

The first work of the committee was the drafting of a combination swatch book and daily stock and sales record, as well as a sleeve ticket and a permanent stock record. These were first reproduced in this magazine on October 23, 1912. At meetings of the committee since that time the records reproduced on this and the following pages were drafted.

They were drawn up after a thorough study of hundreds of forms now in use, and, in the estimation of the committee, are the most practical records that can be devised.

Number 1 is a stock record form, intended primarily for clothing, but one which can be used for almost any line or department in the store, such as odd trousers, raincoats, underwear; in fact, any merchandise that runs in sizes. This record is brought out by the committee in a bond volume of 200 pages, allowing the same book to be used for a number of different departments. It is also printed in loose leaf form.

Number 2 is a hat and cap record, bound 200 pages to the book, and this is also brought out in loose leaf. The double ruled lines in both numbers 1 and 2 represent red lines in the form. Of course it will be understood that the cuts shown in these pages are greatly reduced reproductions of the original forms.

SALESMAN'S RECORD MONTH OF_____ 191__

DATE	SALESMAN No. 1.		SALESMAN No. 2.		SALESMAN No. 3		SALESMAN No. 4		REMARKS
	CASH	CHARGE	CASH	CHARGE	CASH	CHARGE	CASH	CHARGE	
1									
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									
16									
17									
18									
19									
20									
21									
22									
23									
24									
25									
26									
27									
28									
29									
30									
31									
TOTAL									

No. 6. Salesman's Monthly Record.

	SALESMAN No 1		SALESMAN No 2		SALESMAN No 3		SALESMAN No 4		REMARKS
	CASH	CHARGE	CASH	CHARGE	CASH	CHARGE	CASH	CHARGE	
JAN									
FEB									
MAR									
APR.									
MAY									
JUNE									
JULY									
AUG.									
SEPT									
OCT									
NOV.									
DEC.									
TOTAL									

No. 7. Salesman's Annual Record.

JONES & COMPANY
ALTERATION TAG

No	SALESMAN
DATE	RACK No.
NAME	
ADDRESS	
OCCUPATION	
CALL OR DELIVER	
PRICE	CASHIER STAMP
PAID	
DUE	
MFG. LOT.	OUR LOT.
C & V. SIZE	PANTS
ALTERATIONS	
ALT. COST	WANTED

OFFICE CHECK

No	SALESMAN
NAME	
WANTED	ALT. COST

JONES & Co.
100 MAIN ST

No	SALESMAN
NAME	
COAT VEST PANTS OVERCOAT	
PRICE	
PAID	CASHIER STAMP
DUE	
RACK No	

PRESENT THIS CHECK WHEN YOU CALL FOR GOODS

No. 3. Alteration Tag.

DAILY STATEMENT_____ 191____

SALESMAN	DEPARTMENT 1				DEPARTMENT 2				DEPARTMENT 3			
	CASH SALES	CHARGE SALES	COST	PROFIT	CASH SALES	CHARGE SALES	COST	PROFIT	CASH SALES	CHARGE SALES	COST	PROFIT
1												
2												
3												
4												
5												
6												
7												
8												
9												
10												
11												
12												
TOTAL FOR DEPT												
DEPT 2												
DEPT 3												
GRAND TOTAL												
CHARGE SALES												
TOTAL SALES												

No. 8. Daily Statement.

COMBINED STATEMENT FOR MONTH OF _____ 191____

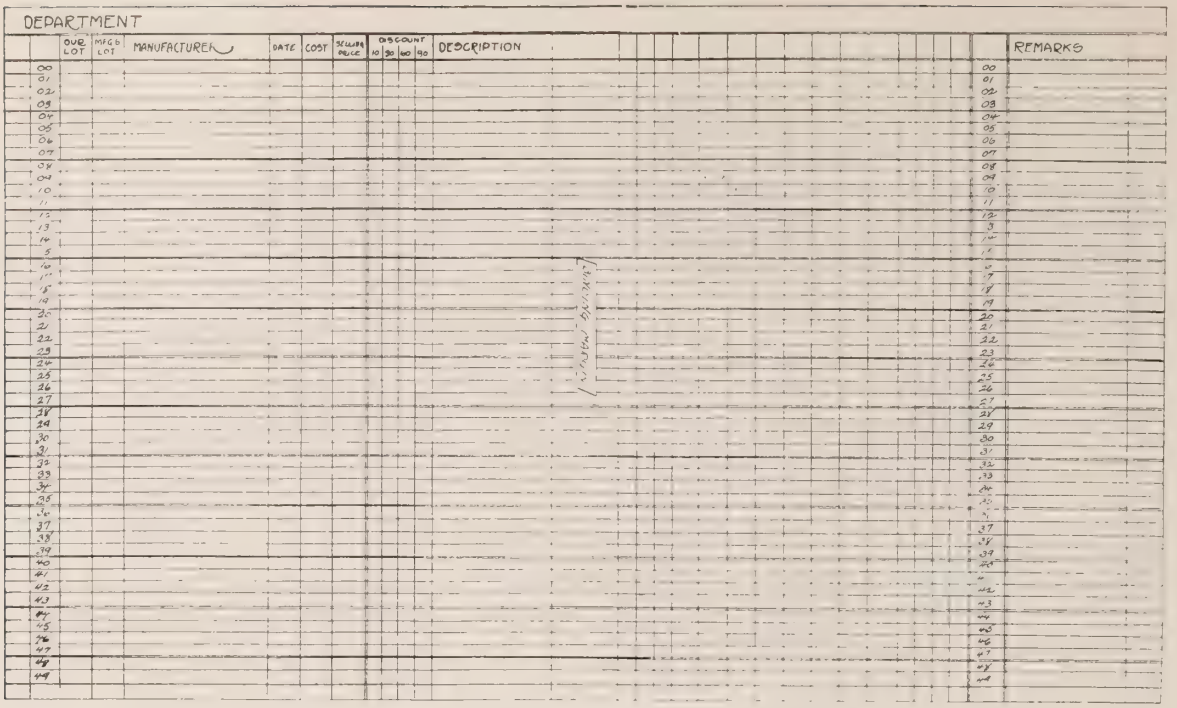
	DEPARTMENT 1	DEPARTMENT 2	DEPARTMENT 3	COLLECTIONS	EXPENSES
1					RENT
2					CLERK HIRE
3					LIGHT
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					TOTAL EXPENSE
18					STATEMENT OF PROFITS FOR MONTH
19					SALES / PROFITS
20					DEPARTMENT 1.
21					DEPARTMENT 2.
22					DEPARTMENT 3.
23					TOTAL
25					DISCOUNT
26					GROSS PROFIT
27					DEDUCT EXPENSE
28					NET PROFIT
29					STOCK ON HAND AT END OF MONTH AND PURCHASES
30					STOCK / PURCHASES
31					DEPARTMENT 1.
TOTAL					DEPARTMENT 2.
	STOCK ON HAND 1ST	STOCK ON HAND 1ST	STOCK ON HAND 1ST		DEPARTMENT 3.
	RECEIVED DURING MONTH	RECEIVED DURING MONTH	RECEIVED DURING MONTH		TOTAL STOCK AT END OF MONTH
	PROFITS	PROFITS	PROFITS		INSURANCE IN FORCE
	TOTAL	TOTAL	TOTAL		
	DEDUCT SALES	DEDUCT SALES	DEDUCT SALES		INDEBTEDNESS AT END OF MONTH
	STOCK AT END OF MONTH	STOCK AT END OF MONTH	STOCK AT END OF MONTH		OPEN ACCOUNTS
					BILLS PAYABLE
					TOTAL

No. 16. Monthly Statement.

RECORD OF INCOMING FREIGHT AND EXPRESS.

DATE	SHIPPER.	FROM	ROUTE	DRAY Co.	No. CASES	WEIGHT	CHARGES	REMARKS

No. 9. Record of Incoming Freight and Express.



No. 1. Stock Record for Clothing or other Stocks.

Numbers 3 and 4 are alteration tags, that need no explanation to the retail clothier. They are perforated, one part going to the customer to present when he calls for the suit or overcoat, the second part going to the office, the third part going to the alteration shop with the garment.

Records number 5, 6, 7, 8, and 9 are all of one size, printed in loose leaf form, so that one binder will answer for all. They are also brought out on cards for those who prefer this system.

No. 5 is a sheet for estimates of advance purchases.

No. 6 is the monthly and daily record of the various salesmen.

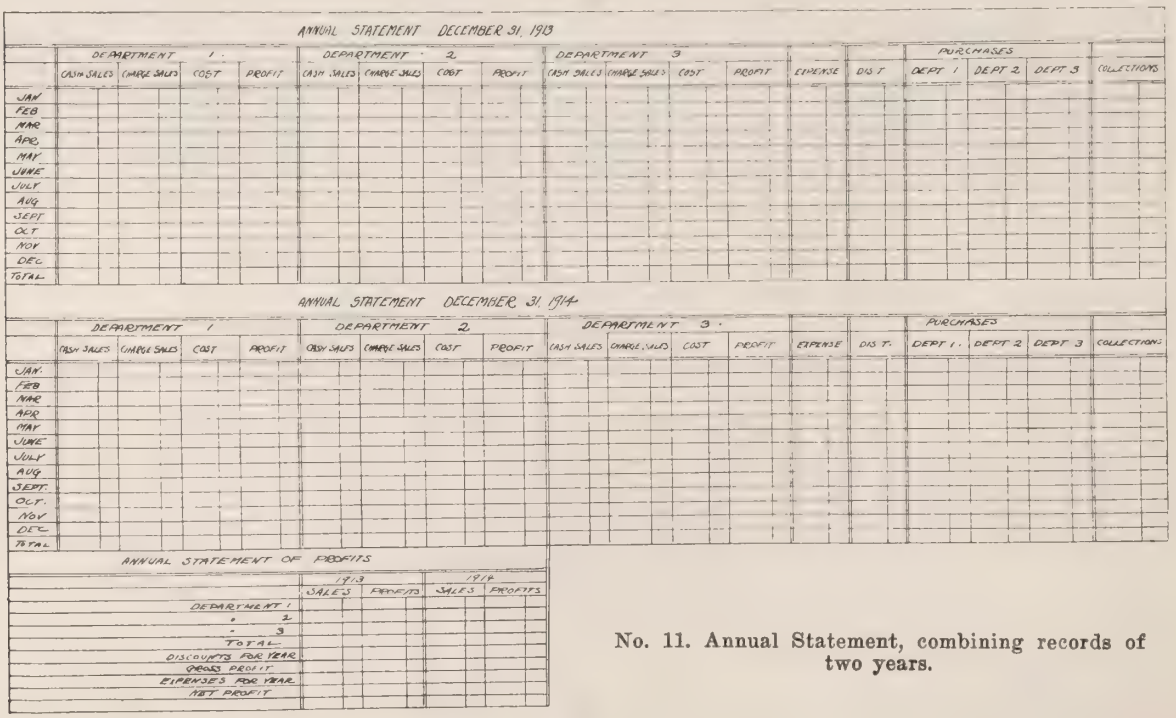
Number 7 is the salesmen's annual record.

Number 8 is a daily statement by departments.

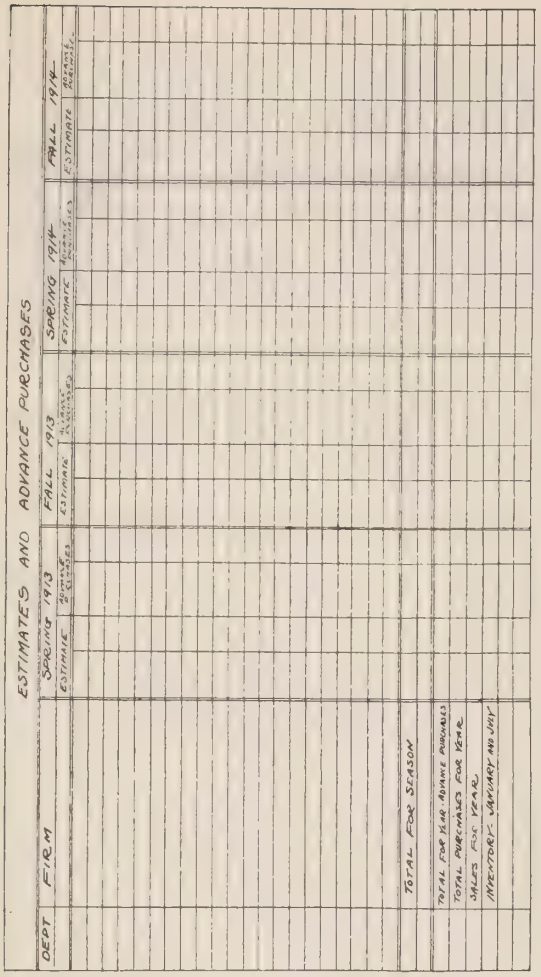
Number 9 is a record of incoming freight and express.

Number 10 is a combined monthly statement from the various departments.

Number 11 is the annual statement by departments. It will be noticed that two year's records are shown on one page for convenience in comparison,



No. 11. Annual Statement, combining records of two years.



No. 5. Record of Estimates and Advance Purchases.

This form and number 10 are also brought out in loose leaf.

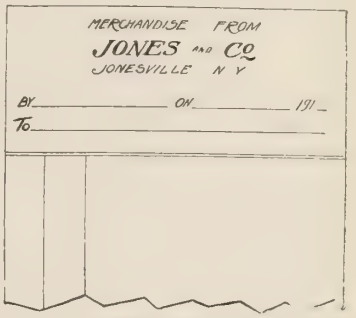
Number 12 is the inventory sheet. In the cut only the upper half of this sheet is shown. The lower half is merely a continuation of the ruling shown in the cut. This is printed in loose leaf form.

Number 13 is a record of merchandise returned. This is printed in a book in triplicate form, the record remaining in the book, one copy being torn out and sent with merchandise and the other sent by mail with the letter notifying the recipient of the return shipment.

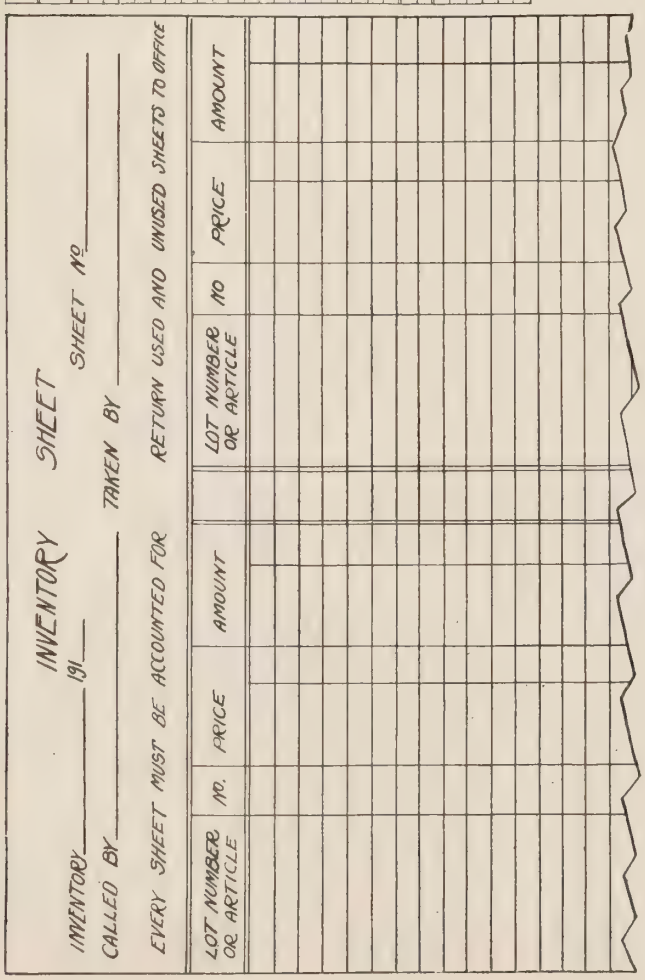
No. 14 is a convenient card for the credit department of a store doing a credit business. It is filled out at the time the application for credit is made.

NAME	DATE
ADDRESS	MARRIED SINGLE
EMPLOYED	SALARY
POSITION	LIMIT
REFERENCE	APPRVD BY
PAYMENTS	GOOD SLOW BAD
REMARKS	

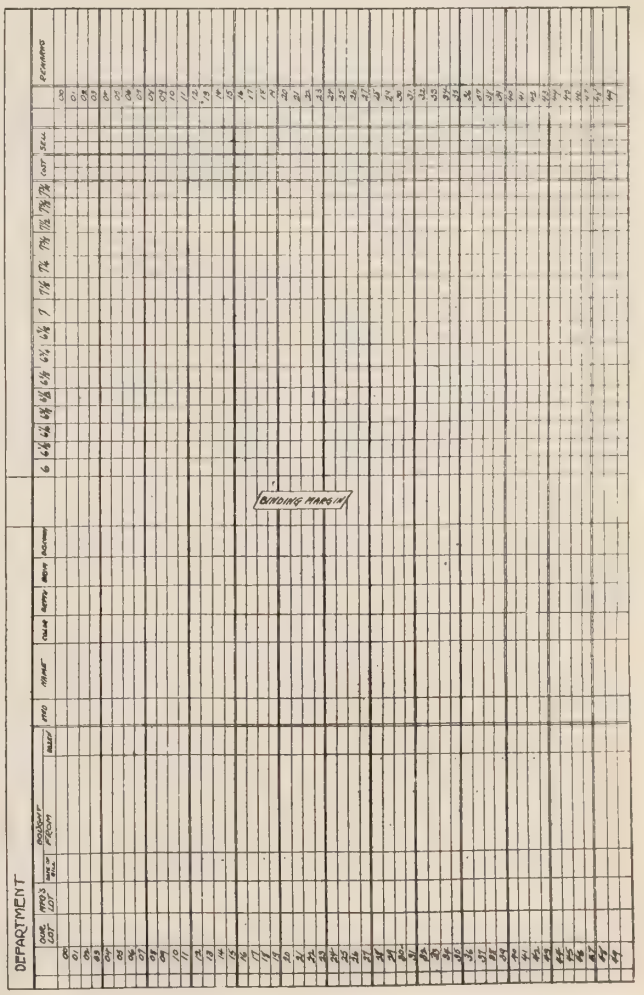
No. 14. Application for Credit Card.



No. 13. Record of Merchandise Returned.



No. 12. Inventory Sheet.



No. 2. Hat and Cap Record.

Originality is a good feature of ad.-writing. But you can always get too much of a good thing.

GOOD ADVERTISING

Some good samples of men's wear advertisements—A discussion of their good points and their faults—The value of white space demonstrated.

ON THE opposite page is shown a number of advertisements of men's clothing, all of them of an unusual high degree of excellence. They are, at that, representative of the class of advertising which is being done by clothing and men's wear firms throughout the country.

At the top is shown part of a full page ad. of the T. Eaton Co., Toronto, the bulk of which was devoted to men's clothing. The lay-out of this section is an admirable one in most respects. The figures are well drawn, mannish and natural in their lines and, as placed, they stand out with a good degree of prominence, a degree which would have been heightened, however, had more white space been allowed. The same objection applies to the whole advertisement. It presents too condensed an appearance. It is too "talky." A description is one of the strongest and most essential features of a clothing ad., but it is rather an easy matter to become too descriptive. The matter contained in this ad. is exceptionally well written, in a chatty way, but how many would go through it to discover the merit of the writer's diction? Short, sharp, incisive descriptions would have served the purpose better.

Beneath is shown a panel from an advertisement of the Regina Trading Co., featuring men's fancy shirts. The lay-out is an excellent one and would, with a few changes, to include firm name, serve well for a separate advertisement. In this ad. each article is described tersely and priced in large black figures. Small space has been used to most excellent advantage.

An ad. of undoubted originality is that of Fairweathers, Limited. The sign at the top, "The House of Quality," has long been used by the firm and can be identified at first glance by residents of Toronto. It is distinctive and as such a most valuable feature of the advertisement. The reading matter is well arranged with a sufficient margin on either side to lend the strength which white space alone can give.

A neat appearing ad., barring some very noticeable typographical defects, is that of Fralick & Co. It is aggressively worded and attractively laid out, the neat illustration adding to the effect. Had the cut off rules, distributed through the copy, been replaced by neat dashes or eliminated entirely, the appearance of the ad. would have been heightened considerably. Neater joints on the border would also have constituted a distinct improvement.

The elongated ad. of the R. J. Devlin Co. has many features which commend it highly. Its shape itself is sufficient to win attention. The use of the two cuts with prices serves to fill the space to good advantage, having plenty of white space to make them stand right out. This ad. should prove a sales winner.

* * *

Honesty in Advertising

A campaign has been started in certain quarters against dishonest advertising.

There has been of late years a distinct tendency on the part of ad. writers to drift away from the straight and narrow path of absolute truth in the preparation of copy. The transition begins with a tendency to exaggerate, to let enthusiasm run riot in descriptions. Then the habit of exaggerating values creeps in, and finally over-enthusiasm (to term it mildly) finds its way into the manipulation of figures. So far the ad. writer has not got himself into very dangerous depths, but unfortunately other influences begin to manifest themselves to force him farther afield. The competitive spirit carried to excess is one of the most potent influences toward dishonesty in advertising. The ad. writer desires to present his goods in a more favorable light than any of his competitors are doing; the spirit of emulation seizes them all, and they are soon engaged in a brisk competition of promiscuous prevarication.

For instance, Bloughard & Co. advertise a suit, regular price $28.50 for $18.50. The public accepts the figures as bona fide. But then H. O. Tair thinks to go his competitors one better and advertises a suit, regular $30.00 for $18.50. This is creeping far be-

SPECIALLY INTERESTING TO MEN

Smartly Tailored Stylish Suits for the Young Man

The Many Merits of Society Brand Clothing

SAID THE REDOUBTABLE BOB ACRES, on his transformation from the country squire to the man-about-town—accomplished by means of a new suit of clothes and curled hair — "Dress does make a difference, Davey." And, verily, there is never a young man of sense who will gainsay him.

That dress does indeed make a difference is a fact of practical experience to the wearers of Society Brand clothes, designed no less for men who stay young than for young men. Cut with all the very latest style features—high vest, semi-fitting coat with closely-fitting shoulders and collar, rounded corners, and 2 or 3 buttons, they also have many special features. Such, for instance, are the pencil pocket in the seam of the inside breast pocket, the extension safety pocket, which conceals and secures letters, papers, etc., and the watch pocket, within the outside breast pocket—all in the coat. The vest has a watch guard in the lower left pocket for fob or chain and a pencil or fountain pen pocket, which opens in the seam of the upper left pocket. The trousers are permanently creased, which keeps them pressed and prevents bagging at the knee. They possess a cash pocket within the right hand side pocket and an improved secret money pocket on the inside of the waistband. And, besides all this, the styles are eminently distinctive.

A three-piece Summer suit of Cambridge grey cheviot, though of light weight, is splendidly tailored and built to retain its shape. The single-breasted, 3-button coat has the fashionable rounded corners and peak shaped lapels, with a semi-form fitting back and well built shoulders. The vest is cut high, showing a vestee, and fastens with six buttons. The trousers are obtainable with plain or cuff bottoms. Sizes 34 to 39. Price, $20.00

Many other models, single breasted and with 2 or 3 buttons, may be seen in this brand, the materials including worsteds, fine cassimeres, fancy weaves and thread stripes in the latest Summer colorings. Prices, $18.00, $22.50, $24.00 and $25.00.



Wear Your Colors in a "Blazer" Coat

The Correct Coat for the Camp, the Playing Field, the Outing and the Summer Resort

ON THE THAMES they make a vivid splash of color, not only on Boat Race Day and at the time of the Henley Regatta, but during the whole boating season—these brightly striped flannel blazers. And the seaside resorts, the country lawns, the playing fields of Eton and Harrow and the hundreds of schools, colleges and clubs where men and boys most do congregate, are gay with them.



There surely is never a man — in the land where so many men's fashions are made, who is not proud of his blazer, and the same feeling is now very evident in Canada, for the striped blazer in college or club colors is regarded as a necessary possession for the smart man.

Therefore those who would at the same time be fashionable and comfortable will be glad to hear that striped blazers in college, High school and club colors may now be purchased in the Men's Clothing Section.

They are made in England of all wool fabrics, in single-breasted style, with patch pockets, are smartly tailored and well finished. The stripes are obtainable in various widths and in the following colors:—Light blue and navy, red and black, crimson and white, green and white, navy and white, black and white, Royal and black, orange and black, rifle green and red. Sizes 34 to 44. Prices, $3.00, $3.50 and $4.00.

Navy Blue Blazers, with corded edges, in various colors, including white, red, orange and pale blue, are also made with patch pockets, and are obtainable in sizes 34 to 44, at $2.00.

Blazers for Boys

There are blazers to delight the heart of any boy, in red and black, white and navy, Royal blue and black, stripes of medium width. These also have patch pockets, and are very neatly made. Sizes, 24 to 27, are $1.75; sizes 28 to 30, $2.00, and sizes 31 to 34, $2.25.

Useful, cool blazers, in navy blue, with cord trimmed edges, in red, orange, pale blue or white, with 3 patch pockets, in sizes 24 to 34, are $1.50.

—Main Floor, Queen Street.

Norfolk Suits Are Very Fashionable

So popular now, not only for the young man who plays golf and who indulges in various sports, the Norfolk coat was much in evidence at the baseball opening. Here they are in great variety and splendidly tailored, in worsted finished cheviots, in greys, fawns and browns. The waist belt passes under box pleats, front and back, and the coats are also distinguished by long lapels. Sizes 34 to 42. Prices, $18.00, $20.00, $22.50

EATON-made Suits for Young

In accordance with our custom, the suits made in our own factories are lines and reveal excellent workmanship, while the tickets tell a tale of moder lowing brief description of suits taken from our immense stock will give some

In a remarkably neat model is a striped worsted in a medium shade of grey ed tweed in a dark brown mixture with golden thread stripes. The single bre rounded corners, is cut well into the waistline at te back, and the collars fit vestee gives the necessary touch of white, and the vest closes with six button vided with cuff bottoms, belt loops and side straps. Sizes 33 to 37. Price, $

The same smart single-breasted styles are seen in pencil-striped suits fine cassimere-finished material, also in light grey and herringbone-finished green stripe. Price, $15.00.

Very neat, attractive suits in the fashionable light brown with a gold in pin checks with a thread stripe at intervals of 1½ inches. Coats are sing shaped lapels, the high vest with white vestee and the trousers made with c extremely stylish suit for the smart young man, and is $16.00.

Men's Fancy Shirts, 75c



Negligee Shirts—New patterns in zephyrs and prints, well made and fast colors, all sizes in the coat or regular cut styles. Come and select your new Summer Shirts from this lot while we have them on sale at . . . **75c**

More Bargains

Work Shirts—Strong serv... able materials in tans, greys, blu... blue and stripes, all sizes. ... sale at ..... 5...

Silk and Knitted Ties—Ele... ble qualities, all colors on sale, ... for ..... $1...

Excelda Handkerchiefs—No... elty silk. Finished. Regular 1... each. On sale, 6 for ..... 2...

Men's Fancy Sox—A very pr... ty lot at the sale price of 4 pai... for ..... 5...

Underwear Clean-Up at 75c

MEN! Here's your opportunity. Come now and buy! Our first Spring [illegible] of all broken lines of men's Wool, Wool Mixed, Silk and ... Worsted, Medium ... Worth $2.00, $2.00 and some up as high as $4.50 ... On sale now at per garment **75**

Men's Coats From 'Old Bond Street'

New Chesterfield Slipons in Irish hand-woven homespuns, with or without cuffs, one-quarter silk-lined. No two patterns are alike.

$25 to $35

Men's Silk Hats, Derbies, Soft Hats, Gloves, Bags, Canes and Umbrellas.

Fairweathers

Limited

84-86 Yonge Street

Montreal Toronto Winnipeg

You have no idea what $22 ... can do for ... until you have seen the ... Spring Models from

"SOCIETY BRAND"

... made special prepara... for all of your children, ... from middle-aged men, ... kind of clothes you like. ... three button young ... model.

You can get some very ex... lent suits at $10, $12 and ... These are not Society ... and clothes.

... the new Soft Hats, also ... Panamas, Bankoks and ...

Gralick & Co.

... and 15 N. James St.



For the Horse Show and For Social Events



Silk Hats, $5 and $8.
Opera Hats, $8.
Coach Silk Hats, $5.



Christy's Hats, $2.50 & $3.
Scott Hats, $4.
Heath Hats, $5.

The R. J. Devlin Co. Limited

Some samples of advertisements and sections from ads. dealing with men's clothing.

Join the bo

Thirty-Three Va



Handsomely Engraved Silver Loving Cup.

10 Gold and Silver Medals.

Cash Awards.

2nd Annual Contest 1913

OPEN TO WINDOW TRIMMERS, CARD-WRITERS AND ADVERTISERS

Awards to be made at the August Convention, Canadian Window Trimmers' Association.

C. W. T. A. Window Decorating Contest.

Classification of Prizes:

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

ORIGINAL WINDOWS.

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

MERCHANDISING WINDOWS.

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

HOLIDAY OR OPENING WINDOWS.

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

MEN'S WEAR WINDOWS.

Class 5—Open to men's wear trimmers of Canada.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

ys this year

luable Prizes

FLORAL DECORATIONS.

Class 6—

1st Prize - - - - - $10
2nd Prize - - - - - $ 5

For best window or interior decoration, artificial flowers being used.

BEST COUNTER OR LEDGE TRIM.

Class 8—

1st Prize - - - - - - $5

For the best arranged overhead or counter trim of merchandise from any department.

BEST GROUPING OR DRAPES.

Class 7—

1st Prize - - - - - $5

For the best display of drapes or ready-to-wear grouping arranged in the department windows or cases.

BEST BACKGROUNDS.

Class 9—

1st Prize - - - - - - $5

For the best background setting used during the year, for anniversary, opening or sale.

TERMS OF CONTEST:

(a) Trimmers are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.
(b) Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.
(c) Photographs must be of this year's work, since August 1st, 1912, and must not have been submitted in any other contest.
(d) All photographs to be forwarded to the secretary by August 1st, 1913. Pictures will be returned to contestants after the Convention, if requested.
(e) Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.
(f) All windows to be judged under numbers, any identifying marks must be removed.

C. W. T. A. Cardwriting Contest

CLASS 1—FANCY WINDOW CARDS (General).
First Prize—C.W.T.A. Gold Medal.
Second Prize—C.W.T.A. Silver Medal.

CLASS 2—AIRBRUSH CARDS.
First Prize - - - - - - Cash $5.00
Second Prize - - - - - Cash $3.00

CLASS 3—ORIGINAL HOLIDAY CARDS (Christmas, Easter, Thanksgiving).
First Prize - - - - - - Cash $5.00
Second Prize - - - - - Cash $3.00
Third Prize - - - - - Cash $2.00

CLASS 4—PLAIN SALE CARDS (General).
First Prize - - - - - - Cash $3.00
Second Prize - - - - - Cash $2.00
Third Prize - - - - - - Cash $1.00

CLASS 5—ALL PEN LETTERED CARDS.
First Prize - - - - - - Cash $3.00
Second Prize - - - - - Cash $2.00
Third Prize - - - - - - Cash $1.00

CLASS 6—PEN LETTERED PRICE TICKETS. (In groups of six)
First Prize - - - - - - Cash $2.00
Second Prize - - - - - Cash $1.00

CLASS 7—AIR BRUSH PRICE TICKETS.
First Prize - - - - - - Cash $2.00
Second Prize - - - - - Cash $1.00

TERMS OF CONTEST:

(a) Cards entered must be first used in merchandise displays.
(b) Not more than two cards to be entered in class 2, and 4. Not more than three cards to be entered in class 3, and not more than six cards in classes 1, 5, 6, and 7.
(c) No air brush cards to be entered in any class except 2 and 7.
(d) No contestant can enter more than three classes.
(e) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet 22in.x28in.
(f) No card to be entered in more than one class.
(g) Each card must bear the number of class in which it is to be entered, but not the contestant's name and must be sent not later than August 1st, 1913.

C. W. T. A. Advertising Contest

CLASS 1—GOOD ADVERTISING.

First Prize - - C.W.T.A. Gold Medal Second Prize - C.W.T.A. Silver Medal

Awarded for the best all-round advertising, including general publicity opening and sale announcements.

TERMS OF CONTEST:—

(a) Announcements must have appeared this year.
(b) All copy must be original.
(c) Not more than six examples to be entered in contest. (d) All ads. to be judged on points: 1—Editorial and descriptive text; 2—Layout; 3—Typographical effect; 4—Originality of ideas.

Contestants must be members of the C.W.T.A. and staff employees in Canadian stores.

Contests close August 1st, 1913. The award committee decisions to be final.

All photographs, show cards and advertisements to be available for publication in Dry Goods Review.

Canadian Window Trimmers' Association

143 University Ave. Toronto

DO you know of any dry goods dealer, anywhere in Canada, who does not subscribe to the Dry Goods Review?

If so, you will be doing him a good turn by giving us his name and address, so that we may send him a sample copy and an order blank.

DRY GOODS REVIEW

Canada's Only Semi-Monthly Dry Goods Paper

MONTREAL TORONTO WINNIPEG

Merchants and Buyers

get the habit of reading the advertisements each issue. They contain valuable information about goods you should know about.

Clerks

get familiar with the selling points of the goods you have in stock. Many good selling arguments are found in the advertisements in the "Review" each issue.

Manufacturers and Jobbers

Should bear in mind this important fact, if they desire to approach the retailer who himself practices and believes in advertising, it is obvious that an appeal to him through advertising in "The Review" (the paper he reads) would most likely meet with greater success than any other method.

yond the range of probabilities and the public regard the announcement with skepticism. If Bloughard and Co. accept the figures as a challenge and go out to beat them by fixing their prices to read $32.50 regular for $15.00, then the public refuses to put any credence in the reputed value of the suit, and the advertisement, as a result, is worthless. In cases such as this both firms are changing their figures for the same article, boosting the original value of the article, a few dollars for every dollar clipped from the selling price. This system of playing it at both ends to attain a statement of unprecedented bargain offering is so thin that people accept it for exactly what it is—just "bunk."

As stated before there is a distinct agitation on at the present time against this ridiculous (the only word that applies) custom. Merchants are being urged to stick to facts as closely as possible and to avoid exaggeration of values. The movement has been inaugurated through the fear that buncombe advertising will undermine public confidence in advertising in general.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

GOES TO EUROPE.

A. Germain, of Germain, Smith & Birks, Ltd., Montreal, importers of millinery, lingerie, ladies garments, etc., left last week for Europe on his semi-annual buying trip.

REMOVALS OF MONTREAL FIRMS.

The Wertheim Export Co., Ltd., of Berlin, Germany, dry goods importers, have moved from the Caron Building to the fifth floor of the new Unity Building, 46 St. Alexander St.

Steffens & Nolle, Ltd., importers of woollens, have moved from the Beardmore Building to the new Shaughnessy Building, McGill St.

Michael F. Phelan, agent for manufacturers of house furnishings, has moved from the Lindsay Building to the new Unity Building.

Reynier Freres, glove manufacturers, have moved from the Victoria Building to the new Unity Building.

Fownes Bros. & Co., glove manufacturers, have moved from the Coristine Building to the new Unity Building.

Tootal Broadhurst Lee Co., Ltd., of Manchester, Eng., manufacturers of cotton goods, have opened a Canadian office in the Read Building, St. Alexander St., Montreal, in charge of Robert Hulme.

HAT TIP WITH NAME ON FREE OF CHARGE.

The attention of the milliner who is up-to-date in seeking to save time, and yet increase the neatness and finish of the hats she turns out, is directed to a ready-made head lining put on the market by Burnett & Temple, London, England. These linings are of good material, and well and neatly made, and, moreover, are finished with a handsome gold-printed tip. Last, but not least, the milliner who purchases one gross can have her name printed in gold letters on the tip free of extra charge.

The agent for Canada is R. H. Cosbie, 30 Wellington West, Toronto.

Condensed Advertisements

ADVERTISER NOW IN CANADA WHO IS about to establish an agency in London, England, would like to hear from firms requiring representatives on that side. Apply Box 4, Dry Goods Review.

OPPORTUNITY IS NOW OFFERED TO purchase the stock and goodwill of G. L. MacKay, Limited, ladies' costumers, Regina. Excellent stand, and one the best equipped stores in the West. Good lease and reasonable rent. Apply to G. L. MacKay, Ltd., 495 Yonge St., Toronto.

ENGLISH FIRM OF MANUFACTURERS OF Hair, Hair Goods, Hair Nets, as used by high-class hair-dressers and stores, desire to arrange a Canadian agency on commission with established sound house who has a good connection in the trade for Toronto, Montreal and district. Arrangement for stock to be kept in Canada would be made. For further particulars, write to Box 97, Dry Goods Review, 88 Fleet Street, London, England.

FRESH, CLEAN, STOCK OF SHOES AND Men's Clothing and Furnishings in growing village of Courtright on St. Clair River. Write J. T. Locke, The Ark, Corunna, Ont., for information.

FOR SALE—CLEAN STOCK OF GENERAL dry goods; cash business, doing $70,000 yearly, net profits $45,000 in six years. Good live manufacturing town in one of the finest agricultural districts. Address Box 7, Dry Goods Review.

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Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____



A NEW SUCCESS SHAPE: "BORDEN"

THIS is the latest addition to the Success range—a very smart, clean-cut shape with small "wing."

The "BORDEN" is essentially correct for formal wear—but is also a special favorite for general wear—a throughly comfortable collar. Made only in 2¼ in. height. Keep your collar department right up-to-date: **Ask your wholesaler for "BORDEN."**

The Canadian Converters Co. Limited
Montreal



10,000 Business Men Will Gather Here

This is a picture of the spacious Fifth Regiment Armory in Baltimore. The sessions of the ninth

Annual Convention of the Associated Advertising Clubs

of America will be held here June 8 to 13, 1913. Delegates from one hundred and thirty five American and Canadian Clubs, and thousands of other advertising and business men will be present. Great Britain, Germany and other European countries will also send strong delegations.

The meetings will be addressed by the most forceful and interesting speakers among the successful advertising buyers of the country—men who have successfully conducted epoch making campaigns. Open departmental and other special sessions will be devoted to the problems of the various branches and phases of the great business of advertising. Here every man will have an opportunity to say his say, and those who have solved the perplexing problems of modern publicity and merchandising will tell their audiences how they did it.

In addition to these business meetings, nearly every pulpit in Baltimore will be occupied on Sunday, June 8th, by prominent advertising men, who will tell how closely advertising is linked with the religious and social progress of our time.

The evenings will be devoted to a series of unique entertainments to which all delegates and guests will be invited, and throughout the whole convention, Baltimore will more than maintain her enviable reputation for warm, generous, open-handed hospitality.

You do not need to be an advertising club member in order to be welcomed at this convention—all business men are invited. If you cannot come yourself, send your advertising or sales manager. Make your plans now—write to the address below for the full program of the convention, hotel accommodations, etc.

Associated Advertising Clubs of America

Convention Bureau

1 North Calvert Street

Baltimore, Md.

ALLEN'S WAISTS

Allen's Big Value Whitewear

June is the month of whitewear sales throughout the ready-to-wear trade—the month of blouse and underwear sales. Are you ready? Have you planned on a big turn-over in whitewear in June?



There is plenty of time yet to get in shape. Send us word and we will forward our range of samples —lines that cannot help bringing you a big increase in your June business. Send to-day.





The Allen range of Waists and Whitewear is unusually complete with dainty, exclusivee styles. The values are up to or even better than our usual standard and will demand the recognition of the woman of discriminating taste.

Allen values are of an order eminently higher than the usual in every way. The Allen trade mark applied to any garment symbolizes this fact and is an assurance of excellent workmanship and correct style. Our range of samples is at your disposal. Let us help you with your June sale.

ALLEN MANUFACTURING CO., Limited

105 Simcoe St. **Long Distance Phone ADELAIDE 966** **Toronto**

DRY GOODS REVIEW

PUBLISHED SEMI-MONTHLY

VOL. XXV No. 11



JUNE 4th, 1913



Exquisite Linens

"Old Bleach" for 1913-14

The exquisitely soft, yet firm texture of "Old Bleach" linens is the result of many decades of linen making and the adherence to the old and original method of sun and grass bleaching. The "Old Bleach" process in conjunction with the mild aqua-laden atmosphere of Old Ireland works wonders in the preservation of the life of "Old Bleach" linens, giving them long wear, and a rich, lustrous softness.

O. B. line of stamped towels ready for embroidery work at popular prices. Write for sample dozen.

R. H. COSBIE, LIMITED

IRISH LINEN AGENCY

30 WELLINGTON STREET WEST, :: TORONTO



Rooster Brand SOFT SHIRTS

Soft, Smooth, Silky,
Soothingly Satisfactory,
Scientifically Selected,
Surely Saleable

SUMMER SHIRTS

Robert C. Wilkins Co., Limited

FARNHAM, QUE.

MANUFACTURERS:
Soft Shirts, Men's Trousers, White Coats, Riding Breeches etc.

Montreal Office, 501 New Birks Building

Australian Trade

Are You Interested?

If so, *The Draper of Australasia* (published monthly) can provide you with much valuable trade information. It is the organ of the drapery and kindred trades of the Antipodes, and is subscribed for by all the leading firms in Australia and New Zealand.

Subscription $2.50 Mailed Free

Specimen Copy will be supplied on application.

Advertising rates may be obtained and space secured by communicating with our London Office, 71 Queen St. E.C.

Publishing Offices:

Melbourne, Fink's Buildings
Sydney, Post Office Chambers
London, 71 Queen St., E.C.

GREENSHIELDS LIMITED
MONTREAL



YOUR FALL ORDER

Should be in our hands by this time.

HAVE YOU delayed placing it for any reason?

WE CAN REACH YOU in any part of CANADA with our TRAVELLERS.

IF YOU are not numbered amongst our CUSTOMERS we want you to be, and are ready to show good tangible REASONS why you should be.

N.B.—This is a good time to put on one of our special SMALLWARE SALES

OUR TRAVELLERS will soon call for your SORTING orders. We trust that your trade will make liberal sorting necessary.

IN THE MEANTIME—WRITE—to our Mail Order Department for any lines you require in a hurry.

"EVERYTHING IN DRY GOODS"

GREENSHIELDS LIMITED

HORROCKSES' FLANNELETTES

Are Made From Carefully Selected COTTON.

The nap is short and close, no injurious chemicals are used.

QUALITY, DESIGNS AND COLOURINGS ARE UNEQUALLED.

If purchasers of this useful material for Underwear all the year round would buy the best English make, they would avoid the RISKS they undoubtedly run with the inferior qualities of Flannelette.

See the name "HORROCKSES" on the selvedge every two yards.	ANNUAL SALE upwards of TEN MILLION Yards.

Horrockses, Crewdson & Co., Limited

Manchester and London, England.



YOU CAN SELL WITH CONFIDENCE
IF YOU HAVE THIS MARK ON YOUR

SHIRTINGS

Because then the cloth is as perfect as it can be made.

For over half a century **D.J.A.** Shirtings have taken the lead in the highest class trade.

There is an enormous range of fine designs, and you are sure to find just *the one you want.*

These Shirtings include Oxfords, Zephyrs, Cheviots, Fancy Mattes, Ceylons, All-wool Taffetas, etc.

DAVID & JOHN ANDERSON, Limited

Atlantic Mills ESTABLISHED 1822 **GLASGOW**

Laces

Embroideries

Allovers

Ribbons

Trimmings

Rufflings

One of our large departments is devoted to the above goods with the result that, if you will make it a point to see our samples, you will find many lines that will please you and boost your season's profits.

FLOUNCINGS certainly "Look Good."

Have you got a good assortment? We have. In all Widths, Designs and Prices.

Selection, Price and Service

are the factors that you no doubt consider in buying goods.

We realize this and all three are strongly cultivated, for your benefit as well as our own, for we want your business.



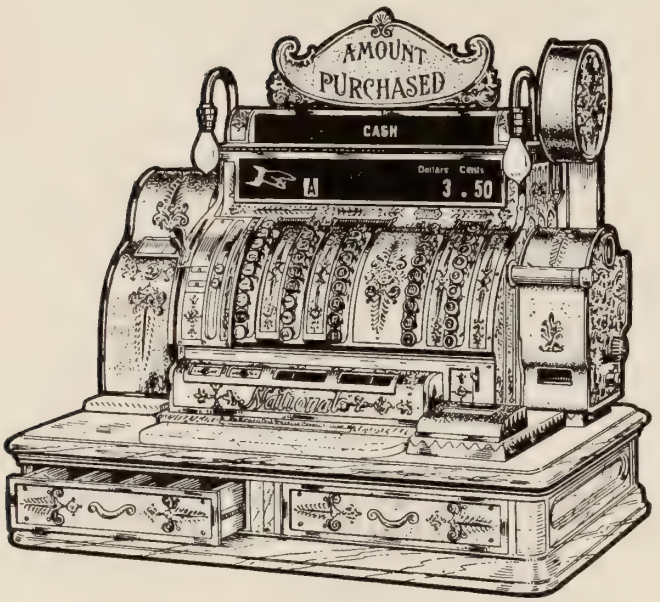
John M. Garland Son & Co.

Ottawa, :-: Canada

There is just ONE best way to do anything

In the handling of money or the keeping of records

This is IT



ITS perfection is acknowledged by every nation on earth—212 different kinds of businesses have granted its superiority over all other systems for

Recording sales

Checking losses

Safeguarding profits

Protecting the integrity of employer and employes

Warranting a square deal to customers

Made in over 500 styles and sizes—each with a distinct difference and each difference based on the peculiar conditions of a specific business.

No store is too small—no institution is too large to operate to the best advantage without a National.

No matter *who* you are, *what* you do, or *where* you do it—if you handle money or keep records, write and find just what *sort* and *size* of National Cash Register is built to meet *your* especial requirements.

The National Cash Register Company

285 Yonge Street, TORONTO

Canadian Factory, Toronto



ENGLISH MOHAIRS

Guaranteed by the B.D.A.

Fabrics that Sell
Year In and Year Out

English Mohairs are ever in demand because of their many practical qualities. Smart, stylish, sturdy—they are good for any service.

You don't have to worry about fugitive fashions in placing your order for these staple selling cloths—they are in fashion all the time.

Every woman needs a number of Mohair Garments in her wardrobe—coats, dresses, skirts and waists. For the seashore and the country, Mohair is the most practical of all fabrics—for automobiling, Mohairs are unsurpassed.

Their natural lustre is not dimmed by damp weather, nor spoiled by dust.

When you buy English Mohairs ask for those guaranteed by the Bradford Dyers' Association. Then you will be sure of getting the best Mohair dress fabrics the world produces.

English Mohairs guaranteed by the B.D.A. drape perfectly and lend themselves to the making of the snappiest styles in outer apparel.

The best known designers of Paris regularly use this splendid material for the expression of some of their best ideas.

English Mohairs are durable and economical, and belong to the class of staple selling merchandise. The demand goes on every day in the year.

Your dress goods department is not complete without a representative showing of English Mohairs. Ask your wholesaler or importer to show you the newest colors and patterns.

The Bradford Dyers' Association
Limited
of Bradford, England

Advertising cuts (free) and further information may be obtained by addressing the American Bureau, at No. 235 West 39th St., New York City.

Make Ticketing a pleasure by using the **Noesting Pin-Ticket**

We have secured the patents for this ticket for Canada

Ready July 1st

Send for Sample Box and Price List

Made with rounded points — saves time, non-injurious to articles.

TRADE MARK "Noesting"

Eliminates all chances of blood poisoning from torn fingers and hands

THE NON-INJURIOUS PIN-TICKET

We have secured the patent for the manufacture of this pin ticket in Canada have installed machinery and will be in a position to make deliveries by July 1st. This is without any doubt the best ticket on the market, made of the best ticket board and rounded tinned wire.

The "Noesting" pin ticket overcomes all the deficiences of all other pin tickets. It is a great time and temper saver. Write to-day for sample box and price list.

The COPP, CLARK COMPANY, LIMITED

495 to 517 Wellington Street W. :: :: TORONTO

BATTING

NORTH STAR, CRESCENT and PEARL

These brands represent the batting that your customers want.

They're made from long staple cotton, white as snow, lofty, soft and elastic.

They come in big batts that open out into strong sheets of even thickness.

It pays you to sell these brands

Order of your Wholesaler.

ROBERT HENDERSON & CO. Dry Goods Commission Merchants

181-183 McGill Street, MONTREAL

James Stanbury & Co., Toronto

Liddell's GOLD MEDAL Linens

The Effect of Skill is portrayed in the Fall range

The 1913-14 showing of Liddell's Linens adds another page in the history of linen making success. The skill of the Irish peasantry in making fine linens is portrayed very prominently throughout the entire range, which consists of

Table Cloths and Napkins, Irish hand embroidered Bed Spreads, Shams, Sheets, Pillow Cases, Lunch Cloths, Doylies, Bureau Scarfs, etc.

See the 1913-14 range.

R. H. COSBIE, LIMITED

IRISH LINEN AGENCY

30 WEST WELLINGTON STREET TORONTO

Very Important to Have a Complete Range of MEN'S Summer Underwear at this Season



The B. V. D. Garment

Among our popular selling lines we direct the attention of buyers to the celebrated B. V. D. for which we are selling agents.

Sorting orders should come to hand early to insure certain delivery of sizes most in demand. We have a full range of Shirts and Drawers and Combinations now in stock.

All the following lines now in stock for Summer trade in complete range of sizes, including combinations and separate garments.

MEN'S NATURAL Balbriggan Garments in Long or Knee Length Drawers
WHITE Balbriggan Garments, in Long or Knee Length Drawers
BLACK Balbriggan Garments, Short or Long Sleeve Shirts

In the Best $4.50 Values

Other Grades of Natural Balbriggan Garments in Abundance
$3.00 to $4.00 per Doz.

MEN'S WHITE Porous Knit Underwear.
WHITE Lisle Underwear.
WHITE Nainsook Underwear.
WHITE Silkette Underwear.

MEN'S Combinations in all the Leading Styles now in stock.

THIS IS THE MONTH TO SORT UP YOUR STOCK.

See Ranges on the Road with our Travellers, or
Write our LETTER ORDER DEPARTMENT.

The

W. R. BROCK COMPANY (Limited)

TORONTO

DRY GOODS REVIEW

The Recognized Authority on the Canadian Dry Goods Trade

Vol. XXV. TORONTO, JUNE 4, 1913 No. 11

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In which the faults of an ad. are pointed out and rectified in a suggested reconstruction.

THE MACLEAN PUBLISHING COMPANY, LIMITED

JOHN BAYNE MACLEAN, *President* -:- H. T. HUNTER, *General Manager*

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CHIEF OFFICES.

CANADA—Montreal, 701-702 Eastern Townships Bank Building; Toronto, 143-149 University Ave., Telephone Main 7324; Winnipeg, 34 Royal Bank Building, Telephone Garry 2313; Vancouver, H. Hodgson, 2649 Third Avenue West.

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The Business and Financial Outlook

Some manufacturers complain that present volume of business is not up to expectations—Others have more than they can handle—The financial tightness in the West at root of the trouble.

THAT BUSINESS is not entirely satisfactory at the present juncture is a truth which cannot be avoided or glossed over. Coming into close touch with the manufacturers, The Review has found that, although the feeling is not at all general, a great many are not finding the outlook quite to their liking. Orders have not been coming in as rapidly as had been hoped for in some quarters. Quite a few manufacturers on the other hand state that business is all that could be hoped for.

An encouraging feature is the fact that no particular slackness is felt in the demand for the higher-priced articles and novelties. If a period of real depression were at hand, the first signs would be felt in a falling off in the demand for luxuries and consequently for the more expensive articles of apparel and personal adornment. When the public begins to feel the pinch of impending depression, the purchase of luxuries is immediately checked. That there is no evidence of this at the present time is significant. It can be cited as proof of that fact that all business and financial men so stoutly affirm—that the present financial tightness is purely temporary and will gradually pass away. With an improvement in finances, there would inevitably be a marked change for the better in business conditions.

All reports indicate that conditions in Ontario and the eastern provinces are good; or, at any rate, that any unsteadiness is due to the influence of the western market. The trouble is located in the West where unwise speculation has tied up such huge sums in land that there is not sufficient money in circulation for legitimate trade purposes. Collections there have been extremely slow.

In the dry goods and clothing trades, the manufacturers are frankly diffident about the Western situation just at the present moment. That things will brighten up in the near future is the general belief, but in the meantime, the effect on trade is not stimulating.



Why stocks are dull!

—McCutcheon, in Chicago Record-Herald.

OUTLET FOR THE FUTURE.

The outlook for the future is bright. Although grumbling can be heard on the score of present conditions, there are few who fail to see in the future the promise of better things. It is generally believed that conditions in Canada are basically sound and that, as soon as a certain period of rigorous conservatism in business has righted the financial situation, the prosperous conditions of the last few years will be restored completely. To look this up is the fact that building operations continue to show an increase in most quarters. People seem to have as much money to spend; and the tide of immigration is swelling the population at a rapid rate.

Manufacturers are anticipating that their turnover for the year will show a satisfactory increase, although in some cases the volume of business at present being done is not absolutely satisfactory.

Summing up the monetary situation, the Financial Post says:

"At the present juncture, although there are some occasional returns to the contrary, the outlook for business in the whole of Canada has not changed materially during the week. There has been accentuation of the cautious attitude, being taken by both jobbers and manufacturers. They are realizing the necessity of keeping well within the credit limits established last year. In doing this they have of necessity to force collections, which during the week caused business mortality to be a little heavier than normal. It has been found also that drafts are being returned because of trifling causes.

Widespread Influence of a Cash Declaration

Seventeen years ago the Ritchie Co., Belleville, decided to put business on a cash basis—Their stand has been a factor in putting business in that city in all lines on a better basis for all.

SEVENTEEN YEARS ago Geo. Ritchie & Co., now the Ritchie Co., Ltd., Belleville, took a radical step in adopting a cash system. The effects of the system (at that time an innovation) has helped many merchants in that city to improve their business methods. They do business on a cash basis and are willing to co-operate on all important questions. To-day several firms are taking advantage of the step made in the right direction by an enterprising concern years ago. Belleville is practically a 30-day or cash city. Results show how far-reaching the attitude of a representative and established house is responsible for the improvement of modern business.

When the change was made, people predicted that the step would be ruinous to the store's credit and the customer's interests. All the well-known arguments were advanced against the move. There were over 1,600 accounts on the books to be collected. Some of these were carried from 6 months to a year or even longer. Sometimes the amounts of the above statements were sufficient to swamp an average store.

Merchants were struggling to offset the disadvantages of the system in practice. To make the change was considered too great a revolution. At that time Geo. Ritchie had been established in Belleville for over 40 years. From the good business standpoint they decided the reasons for cash business were of sufficient import to make the system feasible in the interests of the community. It was recognized to be the ideal condition of service between producer and consumer held by an influential firm.

One of the important reasons for the change was the loss of business after an account was rendered until the debt was paid. The firm had no control of these lost sales. They felt that they should not be responsible for creating conditions which should not exist, and which ultimately reflected on their own turnover.

The following is a copy of the circular issued to customers June 15, 1898, stating the policy of the firm. It is interesting for many reasons, both as an example of advertising at that time and of wide-awake business management . This circular marks an advance still evident in an aggressive business, which has grown to be one of the largest in Eastern Ontario.

Business increased $1,000 a month, directly after the cash system was introduced. The turnover has kept growing ever since. Therefore, at no time has the scheme been a detriment as predicted. Instead of being a reflection on credit, the result is that the reputation and standing the firm enjoy to-day are stronger than they ever could be under the old system. Growth of business in the many leading departments has been substantial. Each section of stock shows relative and sometimes almost abnormal growth compared with any store of over 25 years' standing in the Dominion. For example, the Ritchie Co. conduct one of the finest ready-to-wear departments between Toronto and Montreal. While the firm is a conservative corporation, the management is aggressive and thoroughly modern. They maintain the same representative position as a leading establishment as they did when the cash system was adopted.

Ritchie Co., Ltd., do not wish credit for any influence outside their own business. The merchants of Belleville, however, enjoy the benefits. The foresight of the concern in making Belleville a better

(Continued on page 13)

THE CASH SYSTEM

ALTHOUGH heretofore our terms have been nominally cash, yet credit has gradually crept in, until now, in justice to the cash principle we feel that we must make a change.

After full consideration we have decided that on and after the 1st of July next we will strictly enforce the ***Cash System*** in connection with our business.

It is needless to call attention to the losses included in running a credit business, such as office expenses, interest, bad debts, &c., as the great majority of people are fully aware of its disadvantages, and recognize the "Cash System" as the correct business principle, beneficial alike to buyer and seller.

Standing as we do directly between the world's producers of our different lines of goods and the consumers of the Bay of Quinte district, we realize our position to be one of public service, and hesitate not to declare it to be our ambition to make this service the most efficient to be found in Canada.

This ideal position we feel can only be reached through the "Cash System;" with the worry and leaks of the credit system cut off and the energy heretofore expended in entering, rendering and collecting accounts, turned into the channel of wide-awake business management we believe we will occupy a vantage ground far in advance of our present position.

We have no intention by this action to reflect upon any. In obedience to our convictions we adopt a rule of business, which we are firmly convinced will be advantageous to our customers as well as to ourselves, and ask for the hearty co-operation of all in the mutual interest.

Having fully determined to firmly adhere to this rule in the future, our customers will kindly not ask us to transgress.

Again asking for your cordial co-operation and assuring you of our best services at all times, we are

RESPECTFULLY YOURS,

Geo. Ritchie & Co.

Belleville, June 15, 1898.

Circular letter issued June 15th, 1898, by Geo. Ritchie & Co., announcing a cash policy. The beginning of a new era in business for merchants in Belleville. Some interesting features are seen in this announcement.

Cooperation Between Departments Necessary

Dress Goods Department Must Co-operate in Various Ways With the Dressmaking—The System Followed by a Peterboro Firm—Two Departments are Always Linked Together.

CLOSE co-operation between the dress goods and the dress-making departments is necessary if the maximum amount of business is to be secured in both. Their interests are identical in that more business in the one almost invariably means more in the other. By attaining a high standard of salesmanship, the dress goods department can bring more customers for the dressmakers, who, by co-operating in turn, can assist the dress goods to maintain a high standard.

Co-operation should be manifested in various ways. In the dress goods department, the salesman can guide a customer's choice properly, seeing that the selections made are according to the best style and most likely to make up attractively for the purchaser. Co-operation along these lines in the dress goods, smooths the way for the dressmaker and makes for increased efficiency all around.

A store where the idea of co-operation is carried out to good effect is that of Richard Hall & Son, Peterboro'. It is applied particularly in the advertising department. When attention is called in the store advertisement to the dress goods stock, mention is also made of the dressmaking department. If the space were primarily devoted to dressmaking, a certain amount of space would be reserved for dress goods, it being recognized that the two departments go to make up the total of the store's service to customers in this branch.

In the advertisement reproduced this idea is carried out effectively. The bulk of the space is devoted to dress goods, but the efficiency of the dressmaking department is set forth in a good sized panel, which commands attention.

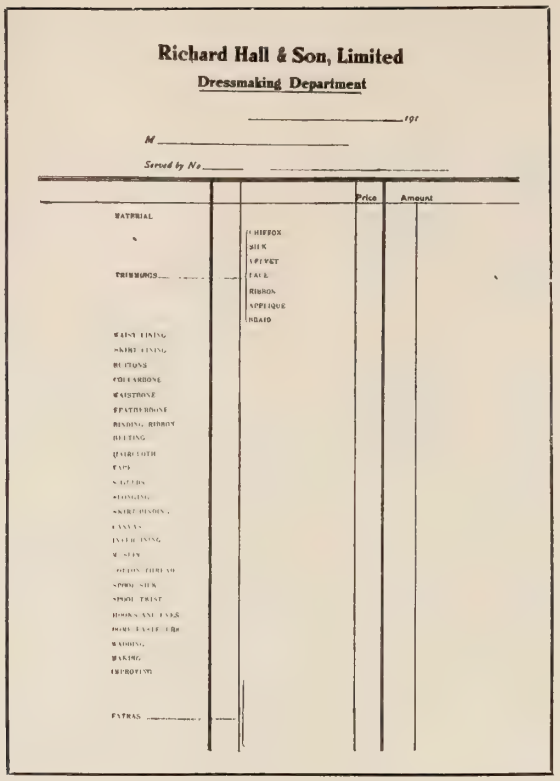
An essential necessity is a system to cover the exchange of goods between the two departments. The goods are bought in the dressmaking department, and sent to the dressmaker to be made up for the customer. Transactions must be checked so that the proper credit is given the dress goods department and also to ensure proper crediting when any part of the order is returned.

Richard Hall and Son use a form for this purpose, a copy of which is shown herewith. When the sale is made, the clerk fills out the form, which goes through the office, charged to the customer. If anything is left over, which can be returned to stock, the customer is credited with it. If, however, the balance is left in the dressmaking department to be used for future work, the customer is credited and the amount charged against the dressmaking. In this way, matters are kept on an equitable basis all around.

It is important that the relative value of the one department to the other should not be lost sight of. Business for dressmaking is irretrievably lost times without number if the dress goods staff lack efficiency. In a great many cases the customer goes first to the dress goods section. If the salesman who waits upon her, cannot convince her of the desirability of any of the lines he shows, a customer is lost for the dressmaking department. In order to be 100 per cent. efficient, the dress goods salesman must understand the style trend perfectly,



Ad. prepared by J. A. McNabb, for Richard Hall & Son, Peterboro.



Richard Hall & Son, Limited

Dressmaking Department

Served by No.

		Price	Amount
MATERIAL			
TRIMMINGS	CHIFFON SILK VELVET LACE RIBBON APPLIQUE BRAID		
WAIST LINING SKIRT LINING BUTTONS COLLARBONE WAISTBONE FEATHERBONE BINDING RIBBON BELTING CRINOLETTE TAPE SILKETTE STAYING SKIRT BINDING CANVAS INTERLINING SCRIM COTTON FLANNEL SPOOL SILK SPOOL THREAD HOOKS AND EYES DOMESTIC TAPE WADDING BAKING EMBROIDERY			
EXTRAS			

Form used for goods sold in dress goods department for use in dressmaking.

and be well enough versed to make suggestions as to use of material and supplying of trimmings and accessories.

Widespread Influence of a Cash Declaration

(Continued from page 11)

business centre by being first to adopt a cash system and living up to it has raised the standard of business in the interests of one and all. The policy of The Ritchie Co. is decided. Their attitude regarding the cash system is to make their service practical and most efficient. Other merchants attest to the success of the same principles and how they could apply them, because of the example.

Shoe men, hardware men and merchants in other lines of business in Belleville are a unit in affirming that they enjoy benefits to-day because of the consistent policy of the present understanding. Where the practice is possible, some merchants go further and adhere to cash or C.O.D. Otherwise, money is refunded, if for any reason the goods are unsuitable or unsatisfactory to the purchaser within a stated time.

In every line the competition of up-to-date business makes merchants recognize that, in being aggressive, they must be foremost as any in assuming to meet competition. They realize as live merchants that, while they do not follow the other fellows, that credit principles cannot withstand the advantages of those who sell for cash. They also know that customers do not expect the best service in a credit business, with its necessary losses, office expense, bad debts, interest and kindred impediments.

Many merchants argue that they cannot apply the cash system to their business. The result, as it exists in Belleville, has been gratifying both to the concern who inaugurated the system and the merchants at large. It is not claimed that the rule has been strictly adhered to or that a rigid system is a success or can be enforced. But the result as enjoyed by other merchants shows that a leading enterprising firm can assist in no inconsiderable measure in bringing about reforms. They can show the way to better business by a consistent stand on everyday problems. Any system may or may not be entirely successful, but an agreement in the right direction makes greater improvements easier to adopt, no matter how radical they may be.

Although the cash system (strictly speaking) is not followed in Belleville, business methods in that city are a pleasing contrast to the principles of 1898 or of the previous 40 years. Belleville is to all intents a 30-day town and the cash system applies in every store to all but a select list of customers. These people understand the accommodation and that the account must be paid within a week after rendering or they cannot enjoy the privilege of 30 days time.

THE RITCHIE CO. LIMITED
Dry Goods Importers
BELLEVILLE, ONT

Dear Madam .

While our terms are strictly cash, we have as a matter of convenience granted to a few of our customers the privilege of running monthly accounts, which when paid promptly we consider the same as cash over the counter. We have been pleased to include your name on this list and the account will be rendered the first of every month, and will be due for payment within one week after rendering.

We have fully determined to adhere to this rule in future and will request our custmers to kindly not ask us to transgress.

It is needless to call attention to the advantages both to buyer and seller of the cash system of doing business, which is now so universally recognized in the business world. The merchant who sells his goods for cash, and has the cash to buy with, is able to do much better for his customers than those doing a credit business, with its necessary losses, including office expenses, bad debts, interest, etc,, etc.

Standing as we do directly between the world's producers and the consumers, it is our determination to make this service the most efficient to be found in Canada.

Respectfully yours.

THE RITCHIE CO., LIMITED.

Letter sent to a select list of good pay customers by The Ritchie Co. Ltd., Belleville, announcing practically a cash system which is adhered to to-day.

Holding Both Bargain and Quality Trade

Offering leaders to bring crowd does not necessarily drive away high-class trade if the service of the store is not allowed to suffer thereby—Bargains are deemed necessary for increasing the demand.

THE ARTICLE which appeared in the last issue of The Review of the problem "Do bargain sales preclude quality business?" has created quite a wide degree of interest. A number of communications have been received since, dealing with this vital problem from various standpoints.

One correspondent, a merchant doing a $125,000 business, writes in as follows:

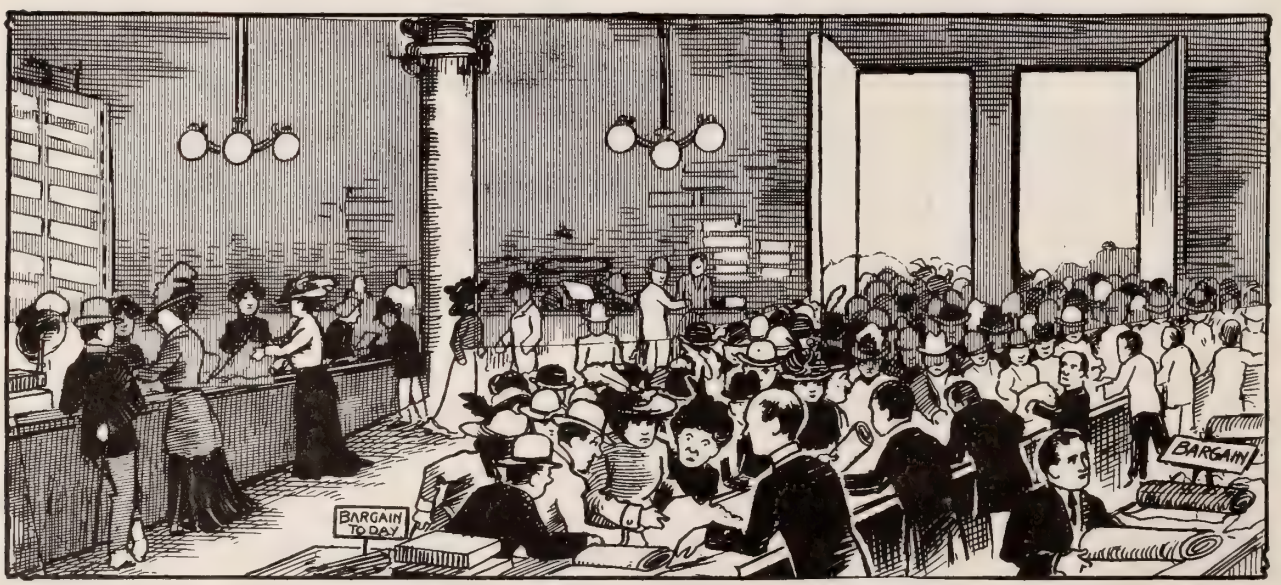
"Your article dealing with the effect of bargain sales interested me because I have had quite an experience in the matter. About ten years ago, I first started to run bargain sales in real earnest. I was loth to begin it because I had a splendid connection with what you have termed the quality trade. Our dressmaking and millinery departments catered to the best people in town and we sold a lot of expensive goods and novelties. It appealed to me at the time that to start rush sales and bargains was likely to hurt my connection with the best trade. However, there was nothing else to do, I found. My overhead expenses had been increasing by leaps and bounds—salaries and rent had gone far beyond what I had been paying before. Competition was so keen that it was impossible to advance prices sufficiently to cover the increase in cost of doing business. There was only one thing to do. *I had to increase my turnover.* To do this, it was necessary to get the crowds coming and to get them to buying novelties and new lines. There was only one way to do this and that was by advertising price inducements. Once started, I soon won the reputation for offering bargains and I had the crowds coming all right.

"Perhaps, I overdid the bargain idea. I generally had several dealers for each day and this meant a continual rush and much confusion. Where I made my chief mistake was in giving over the whole store more or less to the bargain sales. I would sometimes have sales going on in several departments at once and this meant that the crowds of bargain-hunters were all over the store.

"Well, my turnover increased very rapidly, but the profit that the business made was smaller. The margin on the lines which I sold the most of was very small and I found that *I was losing a large part of my trade of the better class.* Some of my best customers were dropping off and going to opposition stores. They complained that our store had lost dignity, that the service had fallen off and that the continual crowding and pushing of the bargain-seekers made it an objectionable store to shop in.

"I thus found myself in a worse position than before. After giving the subject much careful study, I came to the conclusion that it should be possible to hold quality trade and still secure a bigger turnover by catering to the popular trade. I mapped out a policy which seemed to me capable of effecting this. The first step was to regulate the bargain sales. Sales were barred out of the regular departments as far as possible. When a certain line was being offered at a price which made it certain that there would be a big demand, the goods were taken to tables or circles near an entrance. This localized the disturb-

(Continued on page 16)



Keeping the bargain sales in one part of store without affecting other departments is the problem.

Two Sides to Proposed Bulk Sales Act

Secretary of Retail Merchants' Association and Member of Parliament Who Introduced the Measure Express Their Views—Would It Be a Hardship to the Honest Trader?—Nature of the Bill.

ONTARIO RETAIL merchants are greatly interested in, and divided in opinion on, the question of a Bulk Sales Act. Whether this would work to the detriment or otherwise of the honest trader who wants to sell his business is the problem to be solved. Some hold to the opinion that a Bulk Sales Act, such as that thrown out of the Ontario Legislature recently is obnoxious in any form, whereas other think that such an act would not injure an honest seller and would ameliorate those conditions in a town, which now follow the absconding of a dishonest man who sells his business and disappears, leaving creditors unpaid. Herewith are two opinions. One is that of the Secretary of the Retail Merchants' Association, the other that of the Member of Parliament who framed the bill, each widely divergent.

A. C. McMaster, Esq.,
Solicitor,
The Credit Men's Asociation,
Toronto.

Dear Sir:—In response to my promise to place in writing our objections to Bill No. 169, "An Act Respecting the Purchase, Sale and Transfer of Stocks of Goods in Bulk," we desire to say that we deem it better to deal with the general effect that the Bill, as at present drafted, will have upon the retail trade rather than take it up clause by clause. The motive for the bill seems to be an endeavor to attempt to secure through legislation some means to prevent retail merchants who have creditors, from selling out their businesses, or dealing with the equity that they have in their businesses, without the consent of any or all of their creditors, to whom they may owe more than fifty dollars.

In the first place, we claim that the proposed legislation is inconsistent, inasmuch as it discriminates between the actions and the intentions of the large retail creditors, and the small ones, and it endeavors to fasten a law with regard to the disposition of merchandise, on one class, and it allows other classes to dispose of their property as they may deem proper. In this sense it is class legislation.

The basis of all credit for centuries and for all times to come is character, and this proposed legislation seems to be an endeavor to overlook or neglect the character of the debtor, and by means of legislation it proposes to make all men honest.

In a recent statement made by J. P. Morgan before the Pujo inquiry, he said, "I know lots of men —business men, too—who can borrow any amount, whose credit is unquestioned, because people believe in the man. "I have known a man to come into my office and have given him a cheque for a million dollars when I knew he had not a cent in the world. Commercial credits are based on the possession of money or property, or character: *The first thing is character.* A man I do not trust would not get money from me on all the bonds in christendom. I think that is the fundamental basis of business."

The object of this Bill seems therefore to be, to take chances on character, when goods are being sold, and credit obtained; but to take no chances on character when the goods which were sold on credit and based on character are to be sold in "Bulk."

All honest retail merchants are in full sympathy with any movement that will prevent fraud and deception, but this Bill assumes that all retail merchants are dishonest, and if it is made law it will place a tax, in the way of a trustee's commission, on every one thousand honest retail men, in order to set a trap to endeavor to catch one thief.

As to how fraudulent sales have taken place among the retail trade we are not prepared to say, but we know of very many cities and towns where nothing of the sort has occurred for over twenty-five years. If the evil is increasing, the cause may lie with the wholesalers and manufacturers giving credit where credit should not be given.

On the other hand, if the evil of fraudulent selling, with the intent to defraud creditors, is increasing, it certainly does not reflect on the ability of the administrators of our Criminal Law, and we do not think that anyone can charge them with being neglectful of their duty.

The whole measure—judging it from our viewpoint, is lop-sided, and it has been framed with perhaps good intentions, but with a sad lack of knowledge of the conditions of the retail trade.. According to its provisions, it would be a criminal act, for any retail merchant who had creditors, to sell his entire stock out, in one sale, without their consent; but to sell it out in piece-meal and in individual articles, and at bargain sales, and demoralize the retail prices in a community, it would be perfectly legal.

Then, again, if this Bill becomes law, and the wholesalers feel that they are safe under it—and we think they will not be as safe as they think—it will be the means of producing an army of wholesalers and jobbers, and greatly stimulating the extension of indiscriminate credit, and price-cutting and price demoralization will be worse than ever, to the detriment of the legitimate, honest retail trade, many of whom are struggling hard to pay their wholesale accounts.

Another strong objection we have to the Bill is that it will prevent an honest retail merchant who has creditors, selling his business to any advantage to himself. Through sickness or other cause a merchant may advertise his business for sale and his equity may be forty per cent., the other sixty per cent. he may owe to his creditors. A purchaser under the proposed Act may lead him on with the promise to buy until he received a list of his creditors, and having this in his possession, he would immediately have a club whereby if he so desired he could force the merchant to come to his terms and the result may be the wiping out entirely of the equity, as well as the good-will, and perhaps a valuable lease of the property.

We feel certain that the intention of the promoters of this Bill is to endeavor to overcome an evil in the trade, but as the Bill is now drafted the remedy is worse than the disease, and we would again strongly urge that a committee from all those who are interested in this Bill get together and endeavor to prepare a measure that will be satisfactory to all.

Speaking for our Association we will be pleased to do our part on such a committee, and we hope that you will ask that the Bill be withdrawn this session, otherwise we shall strongly oppose it.

Remaining,

On behalf of your Executive Board,

Yours truly,

E. M. Trowern, Secretary.

OPINION OF THE FRAMER.

The following letter is from W. D. McPherson, M.P.P., who drew up the bill:

"Although the Act consists of a considerable number of sections, yet practically the sections which are the keynote to the Act are Nos. 3, 4 and 5.

Section 3 requires that the intending purchaser shall, before closing the purchase, receive from the intending seller a statement in writing containing the name and address of each of the seller's creditors exceeding $50.00, and which statement is to contain the amount for which the seller is indebted to the creditor.

"Section 4 provides that if the intending purchaser fails to obtain the statement before completing the sale then the sale shall be deemed void as against the creditors of the seller.

"Section 5 provides that the intending purchaser shall pay the purchase money or sufficient thereof to satisfy the claims of the seller, (or if the sale is not for cash, then shall deliver his note or security therefor) into the hands of the trustee for distribution among the creditors of the seller and the same shall be distributed as provided by the Act. The person who is to be the trustee may be either the sheriff of the county or district in which the stock is located at the time of the sale, or any trust company carrying on business in Ontario; or any person appointed by the seller with the consent in writing of the creditors representing fifty per cent. in value of his creditors.

"The Bulk Sales Act would relieve the purchaser from all responsibility of seeing to the payment of the creditors of the seller, and would also relieve the seller from all responsibility which would be undertaken by the trustee, and the Bill expressly provides that the trustee's charges are to be paid by the creditors and not by the debtor.

No argument has ever been adduced from any quarter, to show that the Bill would create a hardship to a dealer who either wanted to purchase or sell goods. Most of the opposition to the Act, I am satisfied, has come from persons who did not fully understand its provisions.

"If there should be any further information you desire, I shall be pleased to hear from you.

"Yours sincerely,

"Wm. D. McPherson."

Holding Both Bargain and Holiday Trade

(Continued from page 14)

ance as it were and kept the regular departments free from confusion to a great extent.

Gradually the front of the store near the left-hand entrance became recognized as the place where the bargain lines were offered. I found that placing leaders on sales brought people into the store who bought other goods at regular prices and thus boosted our turnover to the point where we could handle our greatly increased overhead expense and still show a profit.

"But the one thing that I strove to do above all else was to make it so that the quality trade had to come. I put it to my buyers plainly that they must place their departments on the highest standard possible for a business of our size. We gave such careful attention to values that our stock, I believe, was the best in the locality. I gave a good deal of my time to the problem of increasing the efficiency of my staff. I saw every applicant and made my selections very carefully. The one quality that I tried to drill into my staff was courtesy above everything else. And, finally, I was fortunate enough to secure the services of a splendid dressmaker and a head milliner who knew her business thoroughly. The 'quality' trade came back and to-day I am doing more of that class than ever before.

"My opinion, to sum it up, is that the *holding of bargain sales will not preclude quality business if you do not let them interfere with the service of the store.* Keep your service efficient and your stocks up to the quality standard, and you can retain the high-class trade."

Belleville, Ont.—Wm. McIntosh has assumed control of the dry goods business of Wims & Co.

MAIL ORDER SERVICE

When you send a mail order you are usually in a hurry for the goods. You want what you order and you want it right away.

That is why our Mail-Order Department is organized as a distinctly separate feature of our business and mail orders are filled the day they are received.

When you buy from us we give you service of the sort that makes fast friends. You are insured the intelligent and immediate handling of every order.

Mail-Order buying is convenient—and it saves both your time and money.

It will pay you to adopt it more fully.

Try our one-day service.

The W. R. Brock Company (Limited)
Montreal



The Season's Two Style Successes Were First Offered in

LADIES' HOME JOURNAL PATTERNS

The Balkan Dress and the Draped Skirt, the season's style successes, were first offered in LADIES' HOME JOURNAL Patterns. And to-day, agents for LADIES' HOME JOURNAL Patterns are showing the largest and best variety of patterns of these popular styles. The agents for LADIES' HOME JOURNAL Patterns are also the only pattern agents who can show new pattern styles EVERY WEEK.

If you want to see five weeks of Advance Weekly Styles, write

Ladies' Home Journal Patterns **615 West 43rd St., New York**

THE LADIES' HOME JOURNAL PATTERNS

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXV. TORONTO, JUNE 4, 1913 No. 11

Tariff Influence on Wool

THERE SEEMS little doubt that, if the free wool provision is put into effect in the United States, it will have a marked influence on the Canadian wool market. The United States has been the largest foreign buyer of Canadian wool, even under the tariff and it is, therefore, quite presumable that, if the duty removed, it is practically certain that the ex-wool would be very largely increased.

Statistics bear this out in a marked degree. During 1896 Canada exported 3,851,432 pounds of wool to the United States and in the following year this total was increased to 7,499,949, this really remarkable advance being due to the fact that wool went free into the United States during that year. Since that time a 12-cent tariff has been imposed and the export of Canadian wool has fallen off. Last year the total of export was 442,654 pounds. With the duty removed, it is practically certain that the exports will bound back again to the high level which pertained when wool went into Uncle Sam's land free before.

The expectation held in this country is that there will be a shortage here and consequently higher prices in domestic and foreign wools owing to the removal of the U. S. tariff. It is known for a fact that some Canadian wool men are holding large quantities with a view to marketing on the other side as soon as the new tariff law becomes operative. For the same reason, American buyers have been holding off, awaiting the removal of the duty and the consequent lower prices. Under all circumstances, it does not seem rash or beyond the facts to predict that there will be an advance until the market has been supplied, when matters will adjust themselves again to the normal level.

New Styles at the Races

THE GROWING importance of the large Canadian cities as style centres was demonstrated at the O. J. C. race meet at Toronto which opened on May 24. The costumes seen on the grounds throughout the meet were quite as advanced as could be found in any of the larger capitals of the world, at the same time indicating that the Canadian woman keeps in the forefront of fashion and does not wait for styles to become thoroughly developed elsewhere before taking them up. The illustrated report of fashions at the races which appears in this issue, will be of particular interest on this account. It is generally anticipated that "something new will be brought out at the races" and in this respect no disappointment was experienced this year, the meet being peculiarly prolific of new ideas and "fads."

Getting at the Net Profit

SIMMERED down to rock bottom, the most important duty of the dealer is to keep in touch with his net yearly profit.

To do this he must know his yearly expenses and yearly volume of business. He must know on the one hand his cost of rent, light, fuel, salaries of employees, horses, wagons and upkeep of same, insurance, advertising and sundry expenses, and on the other the gross amount of business done, gross percentage of profits and gross profits. By deducting total expenses from gross profits, the all important figure looms up.

The aim of every dealer is to have the net profits as large as possible. To do this, the greatest possible business must be done at the least expense. How can this result be brought about unless he knows his exact expenses, his cost, his exact sales and the value of the goods in stock at the beginning and end of the year? This is the information every dealer should be assured of at the end of every fiscal year of the business. To get this, requires but four things — an expense book, a cost book, a sales book (or their equivalents) and an inventory.

If the expenses are known; if invoice cost is known; if total sales are known, and if the quantity of goods in stock at beginning and end of the year are known, how easy it is to know the net profit. Every dealer's business instinct demands this knowl-

edge and those who haven't got it are running counter to what their business instinct calls for.

The Holiday Question

MERCHANTS will soon be facing the holiday problem again. It is well to deal with it early so that confusion later can be reduced to a minimum. A schedule should be drawn up, setting the date when each member of the staff, entitled to a holiday, is to secure same. It is then possible to so plan the work that the absence of any member on his holidays will interfere to the smallest extent with store routine.

In arranging the schedule, don't forget to put down a couple of weeks at least for that hard worked and frequently overlooked individual, the proprietor. Some merchants will work year in and year out without a holiday, chained to the premises by the belief that the business could not get along without them. This obsession is more or less common among members of the retail trades. But let a slave to the no-holiday rule break away once and he soon finds that the store can generally manage to get along without him for a few weeks; and, further, that the renewed vigor and enthusiasm which he brings back to the business after his holiday more than makes up for backwardness which has developed in his absence. Think it over.

A Stores Reputation

SOME TIME ago the owner and the active head of one of the largest departmental stores in America was asked how he had built up his business. His answer was: "By building up the reputation of my store."

A wise answer, indeed, for a store's reputation covers every phase of merchandising effort. It is through the efforts that it makes to get business and to hold it after it has been secured that a store makes its reputation. A good reputation is equal to the assurance of increasing patronage and sure growth; a bad one spells ultimate failure unless steps are taken to rectify it.

The general policy of a store with regard to returned goods, breakages, omissions and collections goes a long way in forming the public estimate. If courtesy, willingness to oblige and business-like promptness and exactitude are shown, people form a favorable opinion. They decide that they like to deal there and they comment on the store favorably. Ranking fully as important is the kind of service given. If the salesmen are efficient, courteous and obliging, the store can depend upon holding customers and winning new ones. A rude or lazy clerk can do a great deal toward undermining the reputation of a store, a reputation which may have taken many years to build up.

The man who writes the advertising copy also has it in his hands to make or mar in no small degree the reputation of the firm he is employed with. If he introduces into the matter that he places before the public palpable exaggerations and claims which the store cannot back up, he puts people in a skeptical frame. Advertising matter should be strictly based on facts. Any claim or offer made should be backed up to the letter.

There are many other ways in which a store's reputation can be affected by every day operations. Everything undertaken should, therefore, be judged on the basis of how it will make the store appear in the eyes of that ever watchful body, the public.

The Passing View

Here's a good recipe for salesmanship: Equal parts of tact and aggressiveness, a little argument, and a dash of ginger. Mix well together and serve hot.

* * *

When all advertising has been elevated to the standard where all statements can be accepted as absolute facts, the results from advertising will be multiplied several times over.

* * *

Too many mistake volubility for good salesmanship. Between talkativeness and taciturnity there is a happy medium, to attain which is to reach a stage where greatest success is assured.

* * *

Although the retailer has no reason to work over the business outlook, the number of failures gives a hint to tread the path of business caution.

* * *

If Caesar really wrote that famous message, "I came, I saw, I conquered,' he must have had the makings in him of a great advertising man or card-writer. He summed up a chapter of history in six words—or three words in the Latin.

* * *

An ad. in the newspaper is worth two circulars in the waste basket of the prospective customer.

* * *

Here's a good rule for an ad. writer. Write what you have to say, then go through it and cut out all parts which are not absolutely necessary. Then strike out every word which can be dispensed with. By this time, the copy will be terse, right to the hand, and forceful.



10,000 Business Men Will Gather Here

This is a picture of the spacious Fifth Regiment Armory in Baltimore. The sessions of the ninth

Annual Convention of the Associated Advertising Clubs

of America will be held here June 8 to 13, 1913. Delegates from one hundred and thirty five American and Canadian Clubs, and thousands of other advertising and business men will be present. Great Britain, Germany and other European countries will also send strong delegations.

The meetings will be addressed by the most forceful and interesting speakers among the successful advertising buyers of the country—men who have successfully conducted epoch making campaigns. Open departmental and other special sessions will be devoted to the problems of the various branches and phases of the great business of advertising. Here every man will have an opportunity to say his say, and those who have solved the perplexing problems of modern publicity and merchandising will tell their audiences how they did it.

In addition to these business meetings, nearly every pulpit in Baltimore will be occupied on Sunday, June 8th, by prominent advertising men, who will tell how closely advertising is linked with the religious and social progress of our time.

The evenings will be devoted to a series of unique entertainments to which all delegates and guests will be invited, and throughout the whole convention, Baltimore will more than maintain her enviable reputation for warm, generous, open-handed hospitality.

You do not need to be an advertising club member in order to be welcomed at this convention—all business men are invited. If you cannot come yourself, send your advertising or sales manager. Make your plans now—write to the address below for the full program of the convention, hotel accommodations, etc.

Associated Advertising Clubs of America

Convention Bureau

1 North Calvert Street

Baltimore, Md.

DRESS ACCESSORIES

Medici Modes Now Featured in Neckwear

Guimpes with the Medici frill attached the latest neckwear novelty—the newest ruffs and collars are on the Medici order—Epaulette guimpe promises to take well — British business reported.

THE MEDICI frill that was turned down six months or so ago is now again appearing and is forming the neckwear novelty of the present season. Not only are dainty and becoming neckpieces formed of filmy Malines and shadow laces, and lightly boned so that they encircle the throat in a most becoming manner, good, but the Medici frill is attached to the guimpe, this combining one of the most popular items in neckwear with the latest and newest fashion feature. For the guimpe at the present moment is forming the backbone of the neckwear business. The Medici frill is formed of pleated Malines shadow or net lace, or of fine net only and is attached to the guimpe finishing with a cascade effect of the pleating which finishes the front of the guimpe. These guimpes thus decorated can be worn either as a waist finish or under the coat of the suit to be removed also when the coat is taken off. A little light boning is placed at the back and this can be bent at will to suit individual requirements, but the collar part as smartly worn is so arranged as to stand away from the neck. This is the way in which these guimpes will appear when worn with the suit in the early fall days.

Guimpes of this class also effect a wonderful transformation when worn with a plain tailored waist or dress. The advantage of the guimpe lies in the smooth fit that is given to the frill and to the fact that it cannot get out of position as a neckpiece that is only pinned on is apt to do. Some guimpes have an epaulette collar of lace attached below the collar as well as the Medici frill and there are also double frills the one standing up and the other lying flat.

While talking of guimpes, mention should be made of the epaulette guimpe with the guimpe elaborated into a pleated vestee. In short, it would seem as though the fall season was to develop largely along the line of guimpes with novelty collar attachments.

The new Medici collar is high in the back and has wing tabs opening at the throat and is finished with revers of pleated lace and net. Also carrying out the Medici idea are the frills of pleated Malines that form a ruff that graduates to nothing to fit into the V-shaped opening in, that appears in the majority of dresses and suits. Fichus are very popular in New York but save for the high-class trade are not regarded as a big item on this market. The Marie Antoinette type always appears when fichus are worn. But epaulette collars of lace and net with fichu ends are decidedly the development most practical and best in keeping with the present modes.

Some Medici collars are of pleated chiffon mounted on bands of soft satin folded, and finished with a tailored bow or a



Stamped voile or crepe waist for embroidery. Shown by Hambly Wilson.

BRIGHTEN UP

Your Stock

Add a few lines of our new, Fashionable Veilings in the season's popular colors, or a few of our catchy lines of Dress Trimmings, Hair Ornaments, Frillings, etc.

See our Fall Samples

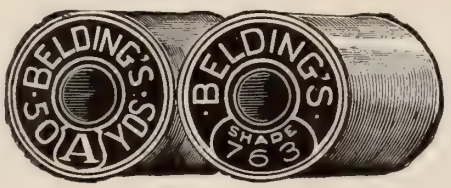
The THOMPSON LACE & VEILING Company Limited

59 WELLINGTON ST. WEST., TORONTO ONT.





We are the only manufacturers of Silk Ribbons in Canada. Buy direct from the makers and increase your profit.



SILKS

Silk Fabrics, Silk Threads, Silk Ribbons, Silk Cords

We invite the critical inspection of our Fall range of samples when our representative calls. Our values are unexcelled. Silks in different qualities suitable for all trades.

STAMPED EMBROIDERED LINENS

Our latest 1913 catalog will be supplied to the trade only, on application.

BELDING PAUL CORTICELLI, LIMITED

Silk Manufacturers

Mills: Montreal, St. John's, Coaticook, P.Q.

Salesrooms:

Montreal Toronto Winnipeg Vancouver and Sydney, Australia.

decoration of made flowers or, newer still, of satin apples, or berries in brilliant shades.

Never has summer neckwear been so dainty or so sheer as it is this season. Crepe de chine and cotton crepe neckpieces are very much worn and form a fashion that promises to continue over for another season. There is no limit to the range of pretty collars showing though the epaulette and the round collar are the best sellers. The range of materials in which they are produced is as wide as that of shapes for besides crepe sheer lawns, batistes, organdie chiffon and voile are used in the better class neckwear, as well as brocaded flower printed eponges, and in silks plain and brocaded crepes and satins.

Just at present white and soft light colors are supreme but for Fall and Winter a big color season is expected. High colors are greatly favored in Paris at the present time and such effects as Roman stripes. Dresden, Jouy, and the much talked of Martine patterns are all in high favor.

Pushing Drape Veilings

White veilings for Summer wear— Veilings in high colors a possibility for Fall.

There has been a firmer tone to the veiling business for some time now and manufacturers are carefully fostering the interest taken in veilings by the free production of novelties and desirable staple patterns. Patterns are particularly becoming and, while neat small designs lead, there is plenty of choice for the woman with larger features who looks best in a veil with a larger, bolder type of design. Conventional leaf forms are the latest and these designs are particularly well liked.

The drape veil is back again for outing wear and there is quite a possibility of its being very much worn when the proper season arrives. The latest drape veil has a ribbon or a narrow velvet run through the length and, by drawing the ribbons and tying the ends in a bow at the back, an easily adjusted fullness can be obtained and yet the veil is loose enough to give coolness and comfort.

A new idea in veil patterns is the frame veil. The pattern is so arranged that it frames the face leaving a plain net centre with both ends figured. The veiling with one half of the mesh patterned and the rest plain is also a new idea.

The washing veiling is also new but makes its appeal because of the practical nature of the idea. On the Canadian market as yet no great development in favor of high colors has as yet taken place save that purples and a few taupe veils have been selling. In New York the sale of high colors has been a feature of the late spring selling. Saxe and Mandarin blues, Nell rose, grass green, yellow tan, purple, taupe, navy and various shades of brown as well as flesh and black and white have all been selling both in mesh and made veils that could be draped over the hat.

Fashion Favors Light Laces

Malines, Chantilly, Alencon, Bohemian, and net laces used on the latest model gowns — Colored embroidered net laces showing for Fall.

The outlook for laces is improving, for the latest fashion reports from Paris indicate that the latest models are very much trimmed with such laces as Malines, Chantilly, Alencon, Bohemian and light net laces. These laces are used in the form of draperies and deep flounces, while edgings five and six inches wide are much used in the form of pleatings and ruffles. There is a wide vogue for both plain and spoted nets and net and lace is often combined. Nets are taking the place of lace to a large extent for yokes and waist finishes. Shadow laces are being largely taken up by the makers of high class waists and the shadow lace waist promises to be a leader in fall fashions. Owing to the very sheer nature of the waist as now worn, net under-waists, practically untrimmed, are being introduced.

Fall collections so far to hand feature colored laces. Oriental patterns in rich colors, and also pastel colors on both white and black nets are freely shown in embroidered flouncings; allovers and band trimmings.

The use of Venise at the present moment seems to be largely confined to cuffs and collars, and Cluny is selling only to the lower priced trade.

Petrolea, Ont.—R. Sterrett Co. are opening a clothing store in Listowel.

* * *

Sudbury, Ont.—The clothing store of Washburn & Co. has been purchased by H. C. Washburn and D'Arcy Regan who will conduct it under the old firm name.

* * *

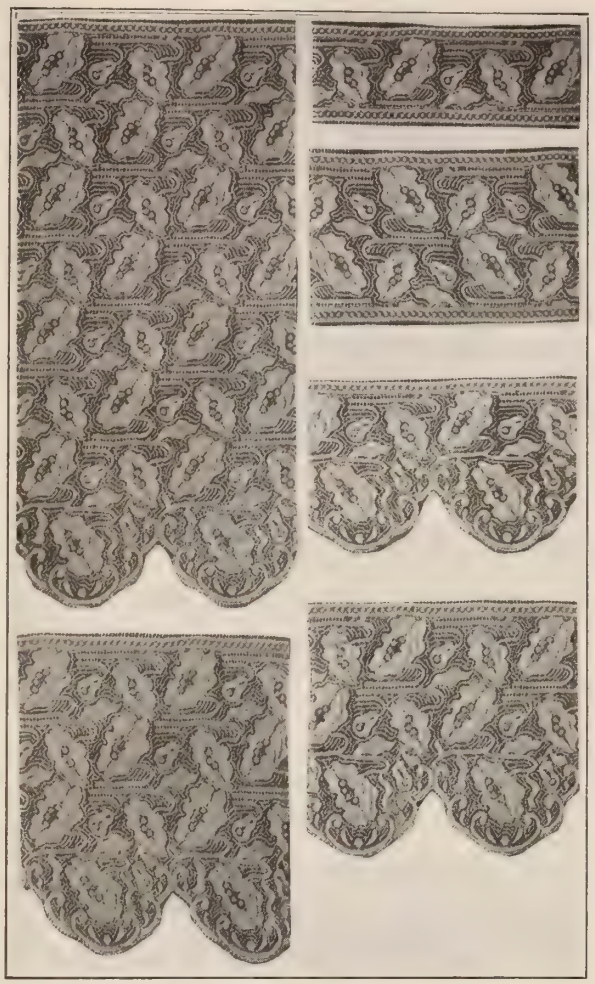
Halifax, N. S.—The death occurred here of J. C. McMahon, head of the dry goods fir mof McMahon Bros., Limited.

* * *

Ottawa, Ont.—The Dominion House Furnishing Co. are completing extensive additions and alterations to their store at the corner of Bank and Gloucester streets.

* * *

Vancouver, B. C. — Cunningham and McLean, men's furnishers, have moved into their new store.



Handsome Shadow Laces

The above cut illustrates a range of widths in one of our handsome Shadow laces. Our assortment of Shadow laces is very extensive, the patterns are particularly attractive.

CAN BE DELIVERED IMMEDIATELY

Voss & Stuffmann, Limited

The Dress Accessories House

12 St. Helen St., Montreal



Which is Which?

Only an expert can tell the difference between a real gem and an imitation.

Ribbons may look alike but there is a vast difference in their wearing qualities and their style values. You might not notice it but your customers would soon find it out.

Protect Your Trade

by buying reliable RIBBONS from

"The Ribbon Specialists"

We cannot afford to jeopardize our business by selling "imitations."

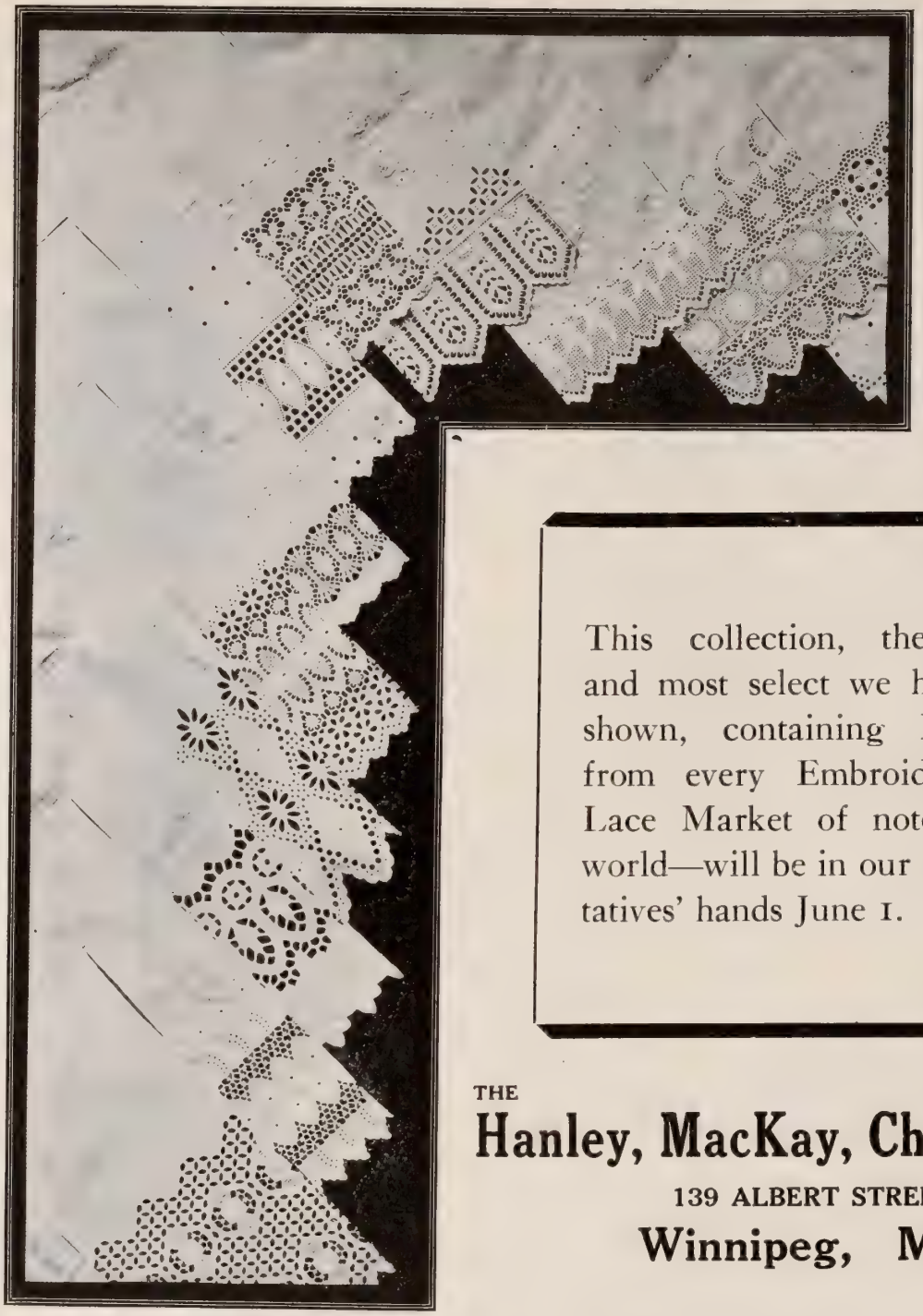
Wide Satin Ribbons for Sashes are very strong; also Velvet Ribbons in 2, 3 and 4 inch wide, satin back.

WALTER H. BARRY & CO.

Winnipeg Branch: — 222 McDermott Ave.

MONTREAL

RELIABLE RIBBONS



From the Range of Import Samples for January Delivery

This collection, the largest and most select we have ever shown, containing Novelties from every Embroidery and Lace Market of note in the world—will be in our representatives' hands June 1.

THE
Hanley, MacKay, Chisholm Co.
LIMITED

139 ALBERT STREET
Winnipeg, Man.

SILKS *for* WEAVING, KNITTING & EMBROIDERY

J. MAYGROVE & CO., Limited

MANUFACTURERS OF

Italian, China and Japan Trams, Organzines and Sewings, Tussahs, Floches, Flosses, Spuns, Twists.

Machine Sewing Silks,
Embroidery Silks Flosses,
and Lace Silks.

MILLS—ABBEY MILLS, ST. ALBANS, ENG.
WAREHOUSES—51-52 ALDERSGATE ST. LONDON, ENG.

ARTIFICIAL SILK *for* WEAVING, KNITTING & EMBROIDERY

Chiffon and Crystaline Drape

VEILS AND SCARFS

for Automobiling, Boating, Driving, Seashore Wear and Cool Evening Wraps

You will find a **beautiful assortment** of **plain** and **fancy materials in various patterns** in our line of these goods which **will please your customers.**

Most every woman takes a veil with her on every Summer trip. **Get some of this business. Write us for our assortment on approval. Sent prepaid.**

Novelty Import Company

The Lace and Veiling House of Canada

76 Bay Street - - TORONTO



PEWNY'S KID GLOVES

give more real satisfaction to the square inch than any other line of kid gloves on the market to-day.

Quality counts in the Glove department and Pewny's Gloves will hold the trade for you.

All shades, all lengths, and every pair guaranteed.

$6.50 to $30.00 per dozen.

Mail orders receive prompt attention.

TRADE MARK DÉPOSÉ

Greenshields Limited

MONTREAL

Sole Canadian Agents.



LOOKS GOOD, MAKES GOOD AND KEEPS GOOD

Like its Sister line, SPHERE SUSPENDERS for ladies, quality of materials has gained for it a world-wide reputation.

Both are fitted with the famous 'grip that grips and never slips.'

Don't lose the chance of good business, Mr. Dealer.

FAIRE BROS. & CO., Limited, Leicester, Eng.

Fancy Parasols
in
Clearing Lots

Write for particulars
or sample lot.

The Irving Umbrella Co.
LIMITED
Manufacturers
79-83 Wellington Street West, TORONTO



AGENTS WANTED EVERYWHERE

Do you care to add an up-to-date service to your store for which your customers have been waiting a long time? We need one merchant in your town to take orders for

Accordion Plaitings
Hemstitching
Plaited Skirts
Covered Buttons

With the increasing demand by 'Dame Fashion' for plaitings, you are assured constant orders.

Write at once for the exclusive agency for your town; display card and prices.

TORONTO DRESS PLAITING CO.
600 Yonge Street, Toronto, Ont.

ESTABLISHED 1849

BRADSTREET'S

Offices Throughout the Civilized World

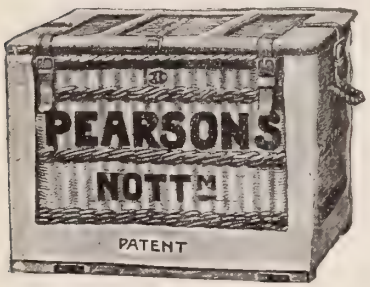
OFFICES IN CANADA:

Calgary, Alta.	Ottawa, Ont.	Montreal, Que.
Edmonton, Alta.	St. John N. B.	Quebec, Que.
Halifax, N.S.	Vancouver, B. C.	Toronto, Ont.
London, Ont.	Victoria, B. C.	Winnipeg, Man.
	Hamilton, Ont.	

Reputation gained by long years of vigorous, conscientious and successful work.

THOMAS C. IRVING, General Manager Western Canada
TORONTO, CANADA

PEARSONS' BASKET FACTORY, NOTTINGHAM ENG.
92 Years Experience



PATENTED HARD-WEAR PROTECTORS.
THOUSANDS IN USE IN ALL COUNTRIES
WATER PROOF INDESTRUCTIBLE
BEST VALUE OBTAINABLE

ILLUSTRATED CATALOGUE FREE

Not an Enterprise for the "Quitter"

"If there is one enterprise on earth," says John Wanamaker, "that a 'quitter' should leave severely alone, it is advertising. To make a success of advertising one must be prepared to stick like a barnacle on a boat's bottom.

"He must know before he begins it that he must spend money—lots of it.

"Somebody must tell him that he cannot hope to reap results commensurate with his expenditure early in the game.

"Advertising does not jerk; it pulls. It begins very gently at first, but the pull is steady. It increases day by day and year by year, until it exerts an irresistible power."

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE_____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME_____

ADDRESS_____

ART OF DISPLAY

The Work Ahead of the Display Manager

The next few weeks will see the campaign in housefurnishings start — Display men have splendid opportunity for windows in featuring goods for Summer campers — Some suggestions.

HOUSEFURNISHINGS will command a share of the display man's attention around the middle of July. Ordinarily this department would be a dull one at this season of the year. People are not as a usual thing interested in the question of new carpets or curtains in the middle of the season and, unless special efforts were made to arouse interest, the amount of business done in the department would be small indeed. In order to stir up interest, advantage has to be taken of several seasonable developments.

The fact that camping season is on in full swing can be used to good advantage in swinging interest around to the lines required for comfort in living close to nature. Summer furniture is also needed for verandahs and summer homes. A well conducted campaign to induce interest in these lines can be made to create activity in a department which would otherwise be strictly dull.

Necessarily the holding of housefurnishing sales at this time has a double object—the clearing out of all odds and ends of stocks and lines which it is not desired to carry over. Patterns are likely to be "out" when the active Fall season swings around and must be sold or they are likely to become a total loss; and the July sale presents a good opportunity to get them out of stock.

ARRANGING THE DISPLAYS.

The arranging of attention compelling windows is a very salient feature of the campaign. Display managers will find that, to get best results, it is necessary to use rugs and odd lengths of stock, if it is desired to show any assortment in the window; and, of course, this is advisable at this particular season. The displays can be brightened up by using certain varieties of ornaments, particularly those of an Oriental turn, such as brass lamps, urns and fern pots. The use of summer hangings for the background will be found effective in a double sense; it will finish off the window and also create a demand for the hangings thus shown.

Good use can be made also of verandah and summer cottage furniture for display purposes. In planning windows of this nature it is not difficult to evolve realistic effects. Reproductions of camp scenes can be arranged without much difficulty. Some display men have introduced forest backgrounds, running streams, waterfalls and similar natural phenomena with a rare degree of realistic detail. The work involved in such displays was heavy but the expense was much lighter than for displays of more orthodox order.

VACATION DISPLAYS.

Attention will also be paid shortly to the preparation of vacation windows. The annual flitting to summer home and seaside resort has begun. A vacation trip means much preparation and many purchases. The display man anticipates this demand by showing attractive windows of wash goods, blouses, hosiery, gloves, belts, laces, neckwear, sunshades, whitewear, bathing suits and the many other lines which members of the fair sex need when starting out on a summer vacation. Sweater coats are a very necessary item of summer outing apparel and a display of suitable lines will be found productive of direct results.

Affiliation Suggested

Secretary of N.A.W.T. wants the C.W.T.A. to become part of that body — Matter will be discussed at convention.

The following letter has been received by Secretary Maude, of the C.W.T.A. from the secretary of the N. A. W. T. of America. The matter will probably be brought up for discussion at the Annual C. W. T. A. Convention in August.

"How shall we increase the membership in Window Trimming Associations? For the best interest of the display managers and window trimmers, for the most good to themselves and a larger number of window trimmers.

"A larger membership and more Associations are

(Continued on page 32)



GET A MOVE ON YOU



Here's a typical example of the result of installing a KAWNEER STORE FRONT. For a nominal cost this Merchant stepped from where he started in business 54 years ago to a modern 1913 Store—simply by installing a KAWNEER FRONT. Their letter to us states that they had been in business 54 years without a good Front—and they now realize the business actually lost on this account—their new Front has **re-founded** the entire establishment—and at a nominal cost.

Kawneer STORE FRONTS

SHOW EVERY LINE—EVERY DAY.

Such Fronts as these enable you to show every line —every day. You know what that means. There is a number of lines on your shelves that could be easily and quickly moved if you could only **show them**—if people could only **see them.** Here is the surest way to move your entire stock.

KAWNEER FRONTS ARE PERMANENT.

Take these KAWNEER FRONTS for example. They are made of solid, resilient copper (of a beautiful statuary copper finish). Appeldoorn's will never spend one cent more on their Front—no paint—no broken glass—no leakages—always a bright, attractive advertising and selling force.

OUR BOOK "BOOSTING BUSINESS NO. 21."

Kawneer STORE FRONTS

We've printed a book, "Boosting Business No. 21," which shows many photographs and drawings of modern, business-pulling Store Fronts. We have been compiling information for more than seven years. Profit by our experience —the experience of a multitude of Merchants. Just drop a card to-day for "Boosting Business No. 21"—it won't obligate you—you won't have to buy now. We will show the facts—then you decide.

KAWNEER MANUFACTURING COMPANY

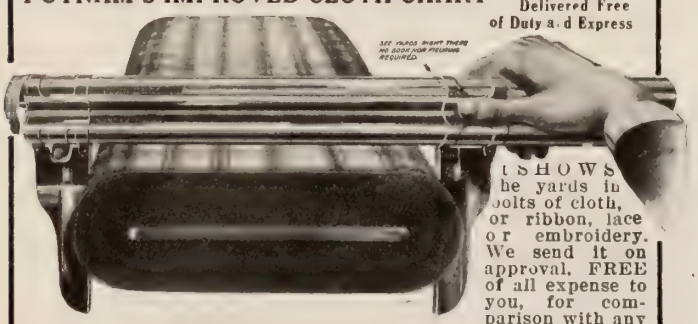
Francis J. Plym, President

78 DUCHESS STREET - - TORONTO, CANADA

Branches throughout the Dominion

PUTNAM'S IMPROVED CLOTH CHART

Price $12.50 Delivered Free of Duty and Express



IT SHOWS the yards in rolls of cloth, or ribbon, lace or embroidery. We send it on approval, FREE of all expense to you, for comparison with any device which you may be using, or so that you may satisfy yourself whether this sort of thing may be satisfactorily done. Our machines are used in over 20,000 stores. Let us show you.

A larger illustration and particulars sent on request.

THE A. E. PUTNAM CO., Mfrs., WASHINGTON, IOWA

CASH OR PARCEL CARRIERS

SAVE TIME & MONEY



Quick Change Means Pleased Customers

Our guarantee:—We will instal a system of our carriers in your store. After 10 days' test, if they have not proved their superiority to all other makes of store service, we will remove the equipment without cost to you. It will pay you to investigate our modern improved PNEUMATIC DESPATCH TUBES AND ELECTRIC CABLE CASH CARRIERS.



CATALOG FREE

The Gipe-Hazard Store Service Co., Ltd.

99 ONTARIO STREET TORONTO, ONT.

EUROPEAN OFFICE: 116 HOLBORN, LONDON E.C. ENG.

Palmenberg NEW YORK

Manufacturers Forms

The ready-made garment manufacturing trades of Canada are advised that our models for the Fall and Winter of 1913-14 are now ready for delivery.

A handsomely illustrated folder showing the style changes in our patent forms will be sent upon application.

J. R. PALMENBERG'S SONS

Established 1852

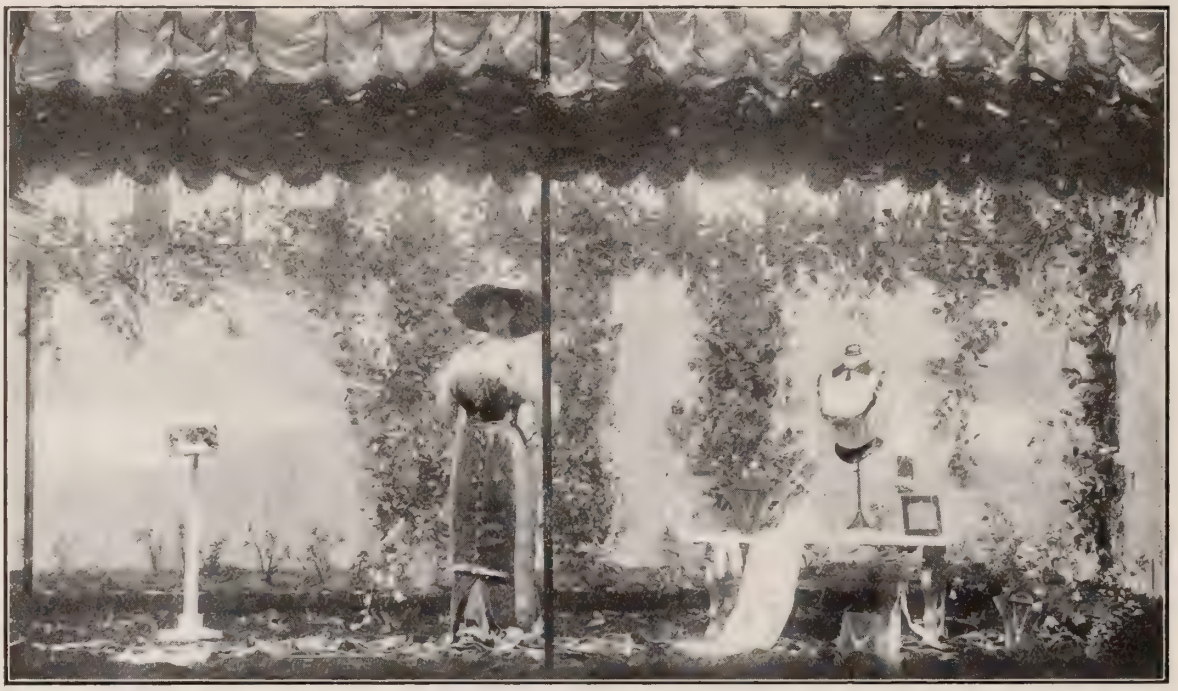
710 Broadway, New York

Factory: 89 and 91 West 3rd St., New York.

Boston Salesroom
30 Kingston St. 110 Bedford St.

Baltimore Salesroom
10 & 12 Hopkins Place

Inaugural Displays in New Store



Opening display in the new store of J. F. Cairns, Saskatoon.



A well designed display shown at opening of J. F. Cairns' store.

WAXWORK
THE D. & P. BRAND



We take a great pride in our wax work and spare no expense in bringing it up to a point of efficiency second to none.

The D. and P. Wax Figures are the life of any window, bringing out in a most natural manner any gown or fabric displayed on them.

Our new catalog illustrates profusely the extent of our range, from the wax bust for blouse displaying to the full figure.

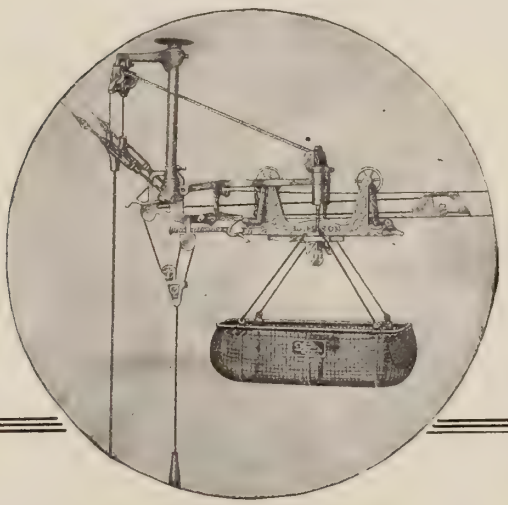
D. and P. prices are right.

The beauty of contour and life-like expression of the D. and P. Wax Heads are portrayed in the above number, K.29.

Dale *and* **Pearsall,** *106 Front Street East,* **Toronto**

Manufacturers of High Class Forms and Figures

LAMSON



Since 1879 Lamson Carriers have met every demand of advancing requirements of modern store service until to-day they are found indispensable in more than eighty thousand American Stores, ranging from the three-clerk shop up the line, to the world's most celebrated and palatial establishments, from Dawson to Mexico City, from New York to Manilla.

ASK YOUR NEIGHBOR.

Wire, Cable, Tube and Belt Cash and Parcel Carriers.

THE LAMSON COMPANY, BOSTON, U.S.A.

SERVICE



Have you a New Way Store

The New Way Crystal Wardrobe is *the* modern device for displaying ladies' outer garments. Made by Grand Rapids Show Case Company (*Grand Rapids, Michigan*)--and adopted by the foremost merchants of Canada and the States.

Show Rooms and Factories:

New York Grand Rapids Chicago
Boston Portland



A handsome June bride display by Bristol & Co., Belleville.

The Work Ahead of The Display Manager

(Continued from page 30)

needed. In unity there is strength, therefore, the most good can come from more Associations like you have formed.

"I wish to bring this matter before the National Association at the next convention in August, and I want your opinion, and if agreeable, your endorsement of my proposition and your willingness to co-operate with us and link your association with the National Association at the 1913 convention.

"Upon the initative of the Canadian Window Trimmers, a resolution was adopted, permitting the window trimmers of Canada and the different states or sections, to organize branch associations. But nothing was done to bring these associations into connection with the National Association.

"My proposition is to have local associations pay a fee of $5.00 for a charter and pay a per capita tax of 50c on each member the first of January and the first of July, each year, to be forwarded to the secretary of local associations. Each member of a local association thus affiliated to be a full member with all the rights and privileges of the National Association, without any further payment of dues to the National Association. To be privileged to vote hold office, enter contests and have the benefits of the employment bureau, etc.

"I also propose changing the membership fee to the National Association to $5.00 and making the yearly dues, $3.00.

"You can readily see by making these changes, it will induce local associations in every city and at a less cost to individual members. I trust you will endorse these propositions or offer better suggestions.

"Let me have your opinion at an early date."

Respectfully yours,
P. W. Hunsicker, Secy.

LEARN SOMETHING DIFFERENT

EARN MORE

Quickly and effectively increase your efficiency and earning power by learning

RETAIL ADVERTISING
WINDOW TRIMMING
SHOW CARD WRITING
RETAIL SALESMANSHIP

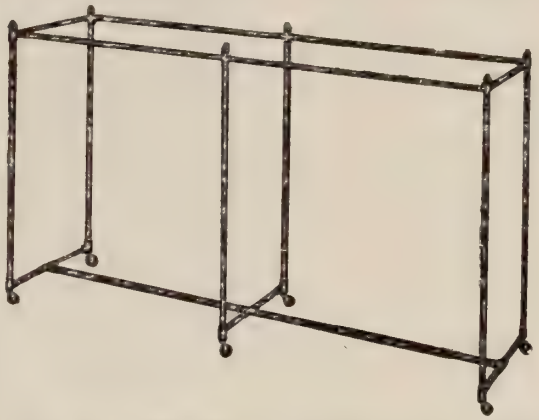
Send for our valuable Free Book No. 20

ECONOMIST TRAINING SCHOOL
231-43 W. 39TH ST. NEW YORK

Montreal, Que. J. Frank Riepert, dry goods importer and manufacturers' agent, Montreal, died May 26th after an illness of less than twenty-four hours. Death is attributed to heart failure. Mr. Riepert was well-known in the trade and had many friends. He was in his fifty-fifth year. He was a prominent Mason and was also identified with the Montreal A. A. A., the Caledonia Curling Club and other sporting organizations. A widow, one son and one daughter survive.

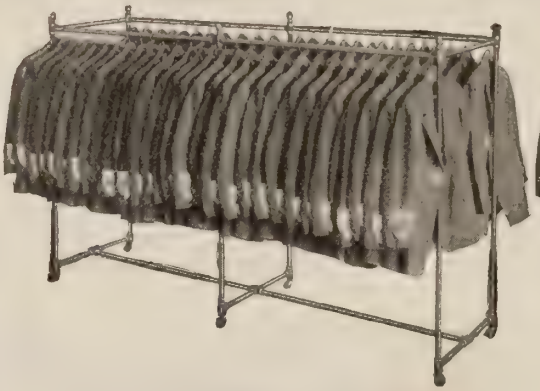
The Taylor Made Rack System

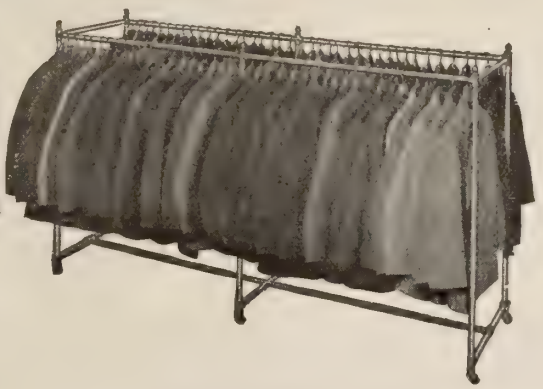
Improves your store, keeps each garment on an individual hanger, saves time and worry, and each garment in saleable condition. Mail orders promptly filled.





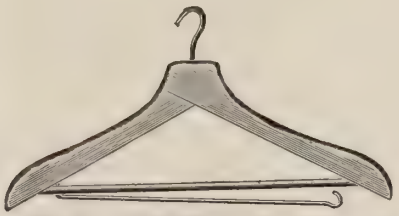
MEN'S SUIT RACKS 5 FT. HIGH, FOR LADIES' GARMENTS AND OVERCOATS 6 FT. HIGH



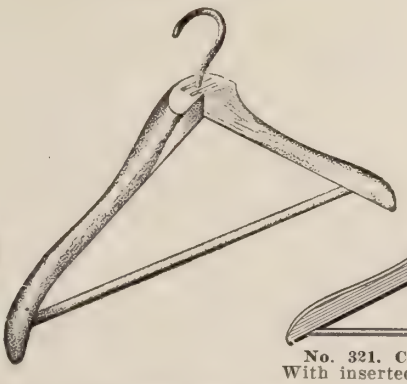


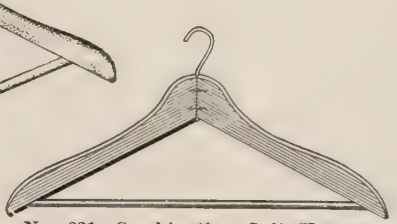
MADE OF OXIDIZED STEEL TUBING		POLISHED STEEL TUBING	
6 feet long, 6 posts	$13.00	6 feet long; 6 posts	$10.50
8 feet long, 6 posts	$14.00	8 feet long, 6 posts	$11.50
10 feet long, 6 posts	$15.00	10 feet long, 6 posts	$12.50

5 or 6 feet high, same price.



No. 54. Combination Suit Hanger
With Wire Attachment to Prevent the Trousers from Slipping
$10.00 per 100.
All Hangers packed in 100 crates.



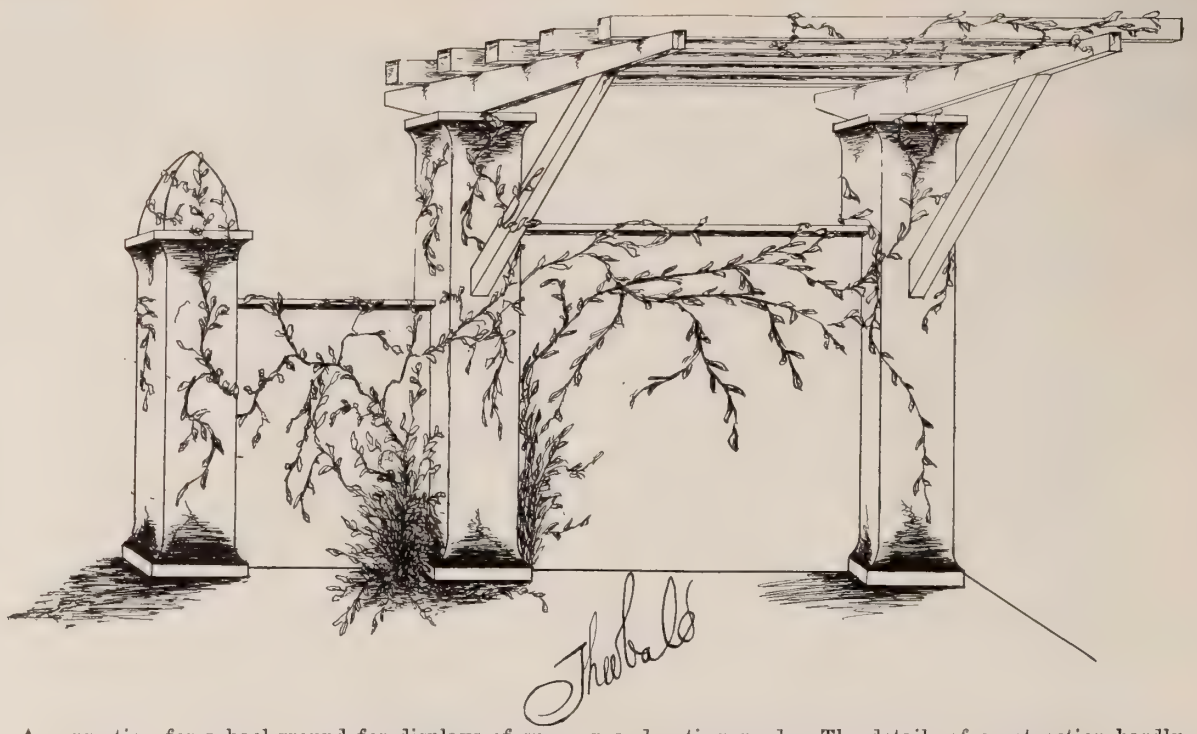


No. 321. Combination Suit Hanger.
With inserted bar, per 100.....**$5.00**

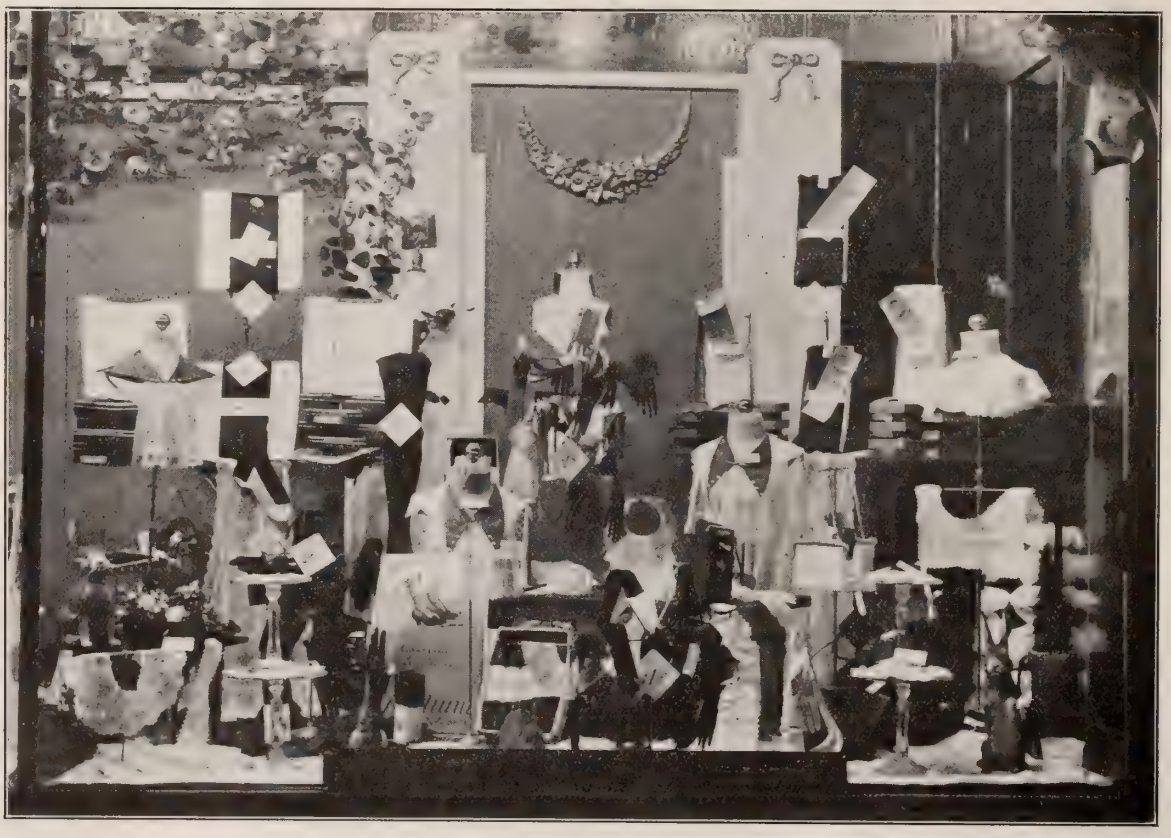
No. 74 B. Combination Suit Hanger.
$15.00 per 100.
No. 78. Same as above, with Wire Attachment as No. 54. $16.50 per 100.
This Hanger has rounded neck to fit the coat collar, with concave shoulders.

THE TAYLOR MANUFACTURING COMPANY

82 Queen North **HAMILTON, CANADA**

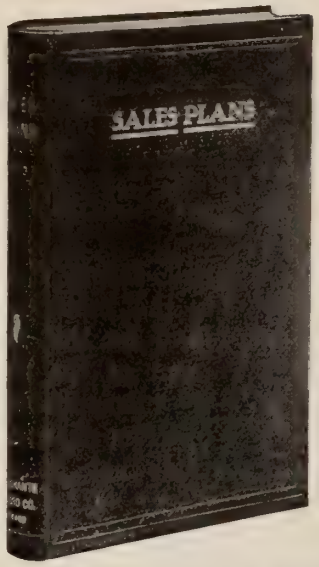


A suggestion for a background for displays of summer and outing goods. The details of construction hardly require explanation, as the drawing is self-explanatory. After the framework has been constructed, branches of trees and foliage are attached.



Suggestion for smart and stocky display of dress accessories for Victoria Day. A neat arrangement which gets results for the departments represented. Courtesy Stanley Mills & Co., Ltd., Hamilton, by W. C. Simons.

Every Ambitious Merchant



SHOULD READ

SALES PLANS

A collection of three hundred and thirty-three successful ways of getting business, including a great variety of practical plans that have been used by retail merchants to advertise and sell goods.

PRICE $2.50

Sent postpaid only on receipt of price.

TECHNICAL BOOK DEPARTMENT
MacLEAN PUBLISHING CO.
143-149 UNIVERSITY AVENUE :: TORONTO



Order a 41AA by mail to-day

PROGRESS

IS THE ORDER OF THE DAY

1913 Models Are Winners

See the new Tilting Form, perfectly adjustable to any pose. The lines and proportions are guaranteed to conform to the season's style. Best quality of material only used. Fitted with a clever device which allows this form to be tilted to various angles.

No. 41AA, as cut, $7.50
Same, without Flesh Colored Bust, $6.75.
Same, without Tilting Device, $5.75.

Sizes, 34 to 38.

Show your garments on up-to-date fixtures.

Everything in Wax, Papier Mache and Metal for display.

A. S. RICHARDSON & CO.
99 Ontario Street, TORONTO

STORE EASY SET SYSTEM FRONTS

Fine Feathers—Fine Birds

Your Store Front Indicates to the Passers Very Much What They Expect to Find Inside

It is true that fine feathers do not always make fine birds; it is also true that fine store fronts do not always indicate what is behind them.
Alas, how often though do we judge one another by the outside appearance, how often do we judge a place of business by its front. The general public take your store front as an indication of the progressiveness of your store.
One of our many styles of "Easy Set" metal store fronts will meet your requirements. Will you look into our proposition? It presents an opportunity that will increase your prosperity as surely as the sun will rise to-morrow.
"Consolidated" stands for everything that is good in the glass and store front industry.

WRITE NOW FOR PARTICULARS.

The Consolidated Plate Glass Company of Canada, Limited
TORONTO

DRESS GOODS AND FABRICS

Fall Promises to be a Big Silk Season

Orders placed covers a wide range of fabrics—Crepes lead, and soft satins are the leading silks—Trimming silks in vivid Oriental patterns are taking place of more glaring designs.

THE TRADE is fully convinced of commanding position of silk materials for the coming Fall. It is a case of silk materials being fashionable, and not just one weave alone that is wanted. Therefore the orders placed cover a wide range of fabrics and practically every well-known silk material is represented save taffeta, which, however, is reported to be favored in Paris at the present time.

The financial situation has tended to make buyers careful and, therefore, the orders placed are on a moderate scale, but with the field of buying covering so many materials and when it is remembered that silks have so wide a use, and that not only the retail and the jobbing trade as well as the millinery trade, and the makers of novelty articles as well as the numerous branches of the cutting up trade are all in want of silk materials for the coming Fall season, it will be seen that the orders placed in the aggregate total to a large amount. Prices on some lines of silk materials have had to be increased and there is a general hardening in tone throughout the market.

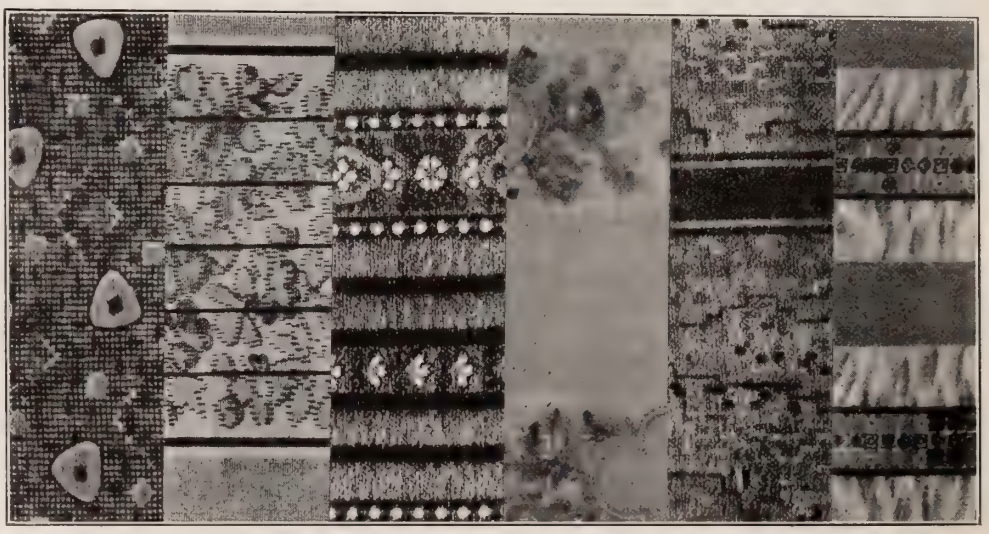
At this early date little but staple business has been placed. This business is confined largely to piece-dyed fabrics in solid colors. First place is given to crepe materials both plain and brocaded. Crepe de chine is still in short supply and promises to be as much wanted for the Fall season as at the present time and is ordered out in street, novelty and evening shades and in both plain and brocaded material. From a yardage point of view satins lead and it is the soft drapy kinds that are selling. The high class trade still favors charmeuse as this material is the ideal for the development of the styles of the moment. Following on from charmeuse the trade that demands a cheaper fabric is buying such makes as Libertys, paillettes, satin de chines and messalines, the last named makes being very much en-evidence for foundation linings and other utility purposes. Brocaded weaves in soft satins are very much to the fore and are selling freely. Cord effects are selling, the new cords being of the velour order chiefly in two-tone effects.

In the novelty end buyers are placing orders for matelasses, and moires are expected to sell.

Trimming silks in soft yet vivid Oriental patterns and colorings particularly in Persian patterns are selling freely and these silks are taking the place of the cruder more glaring Balkan designs.

Very much newer are the new Dresden silks. These silks show the small floral patterns of this class but the coloring is in the soft yet vivid tones of the new art patterns.

The return of Habutai has opened the way for the showing of other washing Japanese weaves. When Habutai was so much worn a few years ago



Samples of new flannels which are selling well. Shown by Dominion Textile Co.

McIntyre's

The Specialty House of Canada

TRÈFOUSSE KID GLOVES
ROUILLON KID GLOVES

Crown Glove Co.'s, Cape and Mocca Gloves.

Fabric Gloves of every description.

Special value in Silk Gloves.

UNDERWEAR
HOSIERY and HALF HOSE

in Silk, Lisle and Cotton

The most complete stock in the Dominion.

Special attention given to letter orders.

McIntyre Son & Co., Limited

MONTREAL and WINNIPEG

OFFICES IN

Halifax Ottawa Toronto Calgary Hamilton
Quebec Peterboro London Vancouver
European Offices: Manchester Paris Chemnitz

Kaiki—pronounced ki-kee—was worn. This silk has a heavy cord running through it and was a very popular seller as it gave splendid service and both white and colors washed exceedingly well. This silk is again on the market and should be again a good selling fabric for waists and for children's wear.

Novelty Sale Dress Goods

The better trade calling for materials that drape perfectly—Bedfords, coteles and Ottomans indicated for popular priced trade — Buyers interested in wool brocades.

FOR THE general trade Bedford cords have sold so well this Spring that buyers are encouraged in placing orders for cord fabrics for Fall and Bedfords, cotéles and Ottomans are all indicated strongly for Fall selling. Many novelty cloths are showing, but they have not superseded serge and smooth, rough and diagonal serges will all be wanted. The wool brocades promise to be the high novelty and brocaded eponges, cords, serges, and poplins are being selected in a variety of patterns. Much is being made of the idea of a two-fabric garment, the coat of the brocade and the skirt of plain material.

For Summer trade eponges and ratines have been the favored materials. That is in cotton goods, for they were totally unobtainable in wool goods. This condition means that ratines an d eponges will be ordered out both in plain and in novelty cloths in quantity for Fall selling.

Stripes and brocaded patterns in ratine yarns are also extensively used to decorate other materials.

For the general trade the drapery effects which now dominate are more similated than real and, therefore, such materials as above indicated are the ones generally selling. The increased use of drapery effects means that soft materials will have the call with the better trade and, therefore, soft finished wool velours in cut stripes and brocaded patterns are being brought out. These velours come in wide and narrow stripes, and in diagonal effects that are most beautiful in their velvety softness. Moreover the colors are rich in tone and the color list is more extended than for many seasons past. The new rich blues in Saxe and in greenish tones are strong, and there are many lovely shades of brown. Green after a long rest is again fashionable in the deep purple and bottle tones. Caramel is a novelty color, and mole, mahogany, and terra-cotta are new and fashionable shades.

Velour de laine is lighter in weight than cut velours but has much the same texture and finish and both these fabrics are being brought out in dress weight and in weights heavy enough for coating purposes.

For strictly dress purposes wool and silk and wool poplins are selling, and following the lead of silk crepes wool, silk and wool, and mohair and worsted crepes are expected to do well. The novelty material is wool charmeuse. This material closely resembles a chiffon broadcloth, only it is softer and more souple and drapes better. This fabric is lovely in high colors and will be used for dresses and for handsome fancy suits.

Development of the Sash

Millinery modes favor ribbons—Introduction of lace gown will also help sale of ribbons.

While it is much too early to tell how ribbons will be used in the millinery field for Fall, there is every indication that ribbons will play an important part and that there is a good ribbon season ahead. Also orders placed form a very safe indication that buyers share this view fully.

The introduction of the lace gown is also going to help the sale of ribbons, for a vivid note of color is imperative and the way in which it is introduced as a rule is by means of a ribbon sash, but the sash is by no means confined to the lace dress and it looks as though sashes were to be a strong feature in the coming season, for dresses of satin in black or deep colors finished with wide sashes in Oriental, and the new Dresden patterns which are Dresden only in design but are colored in the now fashionable vivid shades, form one of the latest of the season's fashion developments. Some of these new floral ribbons are very vivid and in accordance with the decrees of the new school of art show blue apples, violet daisies, green flowers and yellow and blue foliage.

Metal brocades are also showing. These new sashes are in the extreme mode wound around the hips and waist and knotted low on the left side. Some models seem to indicate that a sash at the knee under the fashionable lace draperies is a mode that may show some strength.

Amherst, N. S.—Hillcoat and Chapman's clothing store was broken into by burglars who secured $60 from the till and took several suits of clothes as well.

Monoplane Flannel

TEXTILE DOMINION CO·LTD



PYJAMAS
SKIRTS
CHILDREN'S DRESSES
NIGHT-GOWNS
SHIRT WAISTS
BOYS' BLOUSES
MEN'S SHIRTS

A PERFECT WOVEN WASH FLANNEL—
has the wearing qualities of fine wool.
UNLIKE WOOL—
will not scratch or shrink.
Made in a large and attractive range of designs and colors.

Dominion Textile Co.
LIMITED
MONTREAL

THE "PNC" FINISH

for Lustre, Alpaca, or Mohair Twills.

GREAT attention has been given to producing a Black Dye and Finish on Lustre, Alpaca and Mohair Twills better than anything previously obtained, and after extensive experimenting over a long period the result is that the "P.N.C." Finish has no equal in the market. Its special points are great brilliancy, clearness of dye, fastness to rubbing with a greater permanency to the Tailor's Iron than has ever been previously attained.

The fast black has also the great advantage of being perspiration proof.

NO GUARANTEE WITHOUT STAMPS.

facsimiles of which are reproduced at side.

BDA PERMANENT NON-CROCK "PNC" (Selvedge Stamp)

(Stamped on the end of each piece)

Dye & Finish Guaranteed by Perspiration Proof "PNC" THE PNC FINISH Non-Crock and Permanent. The Bradford Dyers' Association Ltd BDA BDA

PATTERNS showing FINISH and full particulars
. . . from . . .

The Bradford Dyers' Association, Limited 39 Well St., BRADFORD 128 and 129 Cheapside, LONDON

"How do you spell SHOWERPROOF?" "C-R-A-V-E-N-E-T-T-E, of course!"

DUST-PROOF AS WELL AS SHOWER-PROOF



'Cravenette' SHOWERPROOFS

BDA

The "CRAVENETTE" CO. LTD., affix their stamp only to such goods as are suitable in quality for showerproof purposes.

REG. TRADE MARK Cravenette PROOFED BY THE Cravenette Co. Ltd

Therefore this stamp is a guarantee, not only of showerproof properties, but also of the quality of the material.

Facsimile of Stamp

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(*Regd.*)

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A FINISH applied to all Wool and Union Shirtings which so locks the fibres of the fabrics as to make them

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For ARTIFICIAL SILKS

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Goods dyed and finished by this process were awarded a Grand Prix at the Brussels Exhibition, and received the special congratulations of the jury.

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IT IS ESSENTIAL

WHEN BUYING YOUR COSTUME

VELVETEENS

THAT YOU SHOULD MAKE SURE THEY ARE IN GUARANTEED FAST-TO-RUBBING DYES.

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THE DISCOVERY OF THESE DYES IS THE RESULT OF YEARS OF EXPERIMENT, AND HAS GIVEN TO VELVET QUITE A NEW VALUE FOR COSTUMES & GOWNS.

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THE PREMIER VELVETEEN [illegible] OF THE WORLD.

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Autumn Dress Fabrics

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Sole Agents for Priestleys' Dress Fabrics

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An Exact Reproduction of Hand Made Lace

Manufactured solely by Birkin & Co., Nottingham, England

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Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

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They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

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UNSHRINKABLE
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PURE WOOL ONLY
The C. Turnbull Co. of Galt, Limited
GALT ONTARIO

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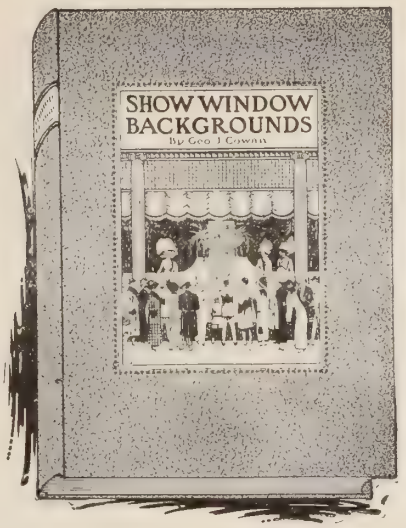
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The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

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This Book Will Help Trim Your Show Windows

"Show Window Backgrounds"

By GEO. J. COWAN
Vice-President of the Koester School of Window Trimming

This is the most useful window trimming book ever published and sells at only $1.70 postpaid; a price that makes it posible for every window trimmer and merchant to possess it.

Every background design is drawn in such a way that anyone can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

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and a great variety of general and special backgrounds, making up a total of over 150 background designs, with a great number of small detail drawings. Many of the drawings are in colors.

It has taken over ten years' continuous work to make the drawings in this book and over 25 years' experience in every phase of window trimming to equip the editor with the practical knowledge necessary to prepare a volume of this kind.

This book is 7 x 10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of $1.70.

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MILLINERY DEPARTMENT

Novelties Being Shown in Trimmed Sailors

Sailors flower and ribbon trimmed — Dressy models have velvet crowns and transparent brims—Ribbon trimming used — No combination too eccentric.

THERE IS an unusual amount of novelty to interest the milliner intent upon prolonging the selling season this year. Indeed, it may be said that matters are shaping towards a season of Summer hats. The fad of the moment is seen in the adaptation of French sailor shapes. The regulation English sailor is shown trimmed with wide moire ribbon a drape of which passes carelessly around the crown and finishes under the high loops of a large aeroplane bow at the back. A more novel mode of trimming applied to a sailor built upon less severe lines consists of a row of cherries placed in fringe fashion around the crown which is encircled with a wide velvet ribbon with bow and streamers placed at the back. A sailor hat trimmed with paradise seems somewhat out of place, but there is no combination too eccentric for the smart milliner. The hat mentioned was an imported model and had a wide brim with a rolling edge. The trimming consisted of a velvet band with a flat bow at the side on which were mounted five sprays of paradise. The Cubist sailor is made of Milan straw and has a false square crown of velvet over which the regular crown appears and there is either a flat ribbon bow at the back or a high looped bow at the side.

Cherries and black ribbon velvet form a very popular trimming for Summer sailors. The English sailor with the high crown and medium narrow brim is very much liked and is well worn in high colored as well as in white Milan and hemp straws. A very smart sailor seen at the Woodbine Race



Mushroom shape of deep blue tagel. The crown and facing is of deep green velvet, and the net pleating of apple green. Large muslin and velvet roses in pink cover crown.

Hat of crepe over satin with velvet facing. Bunch of magnificent ostrich plumes.

This TRADE MARK



Guarantees Highest Quality

REGD. TRADE MARK

JOHN HEATHCOAT & CO.

13 Ironmonger Lane .·. LONDON, ENGLAND

Factories at Tiverton, Exeter and Cullompton

Patentees of the first Lace and Net Machine in 1808

The oldest Net Manufacturers in the World

SILK Illusions, Veilings, Toscas, Dewdrop Nets, Brussels Nets, Tucked Nets, Dress Nets, Alencon Nets.

Also Fine Cotton Nets

Makers of the Famous Heathcoat Waterproof Maline.

STOCK CARRIED BY **A. B. FISHER, 64 Wellington St. West, Toronto**

SOLE CANADIAN REPRESENTATIVE

THE "STAR" MAKE

STUART SONS & CO.

Old Change London, England

Manufacturers of English Wool Velour, Felts, Etc., Etc.

LATEST FASHIONS IN

LADIES', GIRLS' AND CHILDREN'S HATS, MILLINERY MODELS, FEATHERS, FLOWERS, EVENING ORNAMENTS, RIBBONS AND ALL MILLINERY ARTICLES.

INSPECTION INVITED FACTORIES—LONDON, DUNSTABLE, LUTON

- - THINK IT OVER - -

The advertisements appearing in this paper each issue are there because it pays the advertiser and for no other reason.

Is it not about time you investigated this proposition, and not let the other fellow do all the talking to the man you should be selling?

You can talk across Canada in full page space to live dry goods dealers for $25 an issue if you contract for twenty-four insertions. Worth while, isn't it?

Meeting was of bright green hemp trimmed with a green velvet ribbon band ending at the back under a flat bow with streamers, while in front was a large plaque made of lily-of-the-valley edged with the green leaves. This hat was much more striking than a more rolling sailor shape of bright blue Milan which was banded with moire ribbon and had a huge flat bow of the same in which clustered a bright red rose and its foliage.

The latest idea in large picturesque shapes is to make the crown of the hat velvet. These crowns are either of the familiar bowl shape or are square bent shapes. The brim is of Malines or Chantilly and is disposed in pleated or ruffled flounces bound with satin. This is the newest form of the black hat, for this season when bright shades are so much worn the black hat is all black. Similar models are shown in all white with the crown of satin or moire instead of velvet and brown crowns have the brim of sulphur yellow.

There are any number of these transparent hats shown and carrying out this idea also comes the hat of crin or Neopolitan. The majority of these hats come in mushroom and poke shapes. Milan is a popular straw and comes in colors this year as well as white. A charming Milan Empire poke seen was in pale rose pink. It was lined with moire in the same shade and at the back was placed a huge wired bow of pink moire giving the broad effect. On the edge of the brim at the side of the front was a cluster of pink rose-buds and blue forget-me-nots.

What Paris is Showing

Large and medium hat for Summer wear—Newest lingeries are in sailor shape, and are lavishly trimmed with flowers in brilliant shades —Paradise, aigrette and ostrich used to trim expensive models.

The influence of Poiret is shown in the development favoring medium and large hats. When practically all the leading milliners were featuring small models Poiret alone was showing the large hat. When Madame Paquin showed the much talked of gowns made from the designs of the artist Bahst the hats to go with them were large. Since that day the vogue of the big hat has been growing and each race meet and event that brings fashionable women together shows that the cult of the large hat is growing. Lingerie hats that follow closely the lines of the sailor are Paris' latest achievement and many of them are veritable flower gardens. Moreover the most brilliant colors are pressed into service. Flowers have come into their own this season and are more worn than they have been for the past four or five years.

One thing that has helped the vogue of flowers is the enormous prices asked for high grade plumage. Where price is not considered paradise and aigrette are still the favorite hat trimming of the woman of fashion. Goura is shown, but the true Parisienne does not favor this feather. Ostrich feathers and fancies have a great vogue and milliners say that they will be just as popular for trimming the early Fall hat. Coque is coming to the front again and the price has gone up during the past few weeks. Eagle or condor quills are very much used on smart tailored millinery, and are selling in all the bright new colors.

Bright Colors Shown

Tailored costumes and evening gowns at Montreal house show the vogue of colors—Lady Langelier attends.

Montreal, May 20.

One of the most striking features of the gowns worn at the fourteenth annual horse show held at the Arena, Montreal, was the prevalence of color. Chiffons, satins, crepes and cloths were all of the brightest hue.

To many who attend the horse shows, the horses are a secondary consideration, gowns command first attention. On this occasion the costumes seemed to be more varied than usual, both as regards color and design.

The attendance was very large at all the performances. Tailored costumes were the most favored for the afternoon shows, while in the evening dinner gowns were worn partially covered, in most cases, with gorgeous evening wraps. Figured silks, etc., many of them with large and striking patterns, were largely used.

It would be difficult to say what colors were the most popular as the color scheme seemed to run the whole gamut of the shade card.

Quite a number of the gowns were in blue shades, from pale tints to purples. Greys and rose shades were also popular as well as old gold and delicate yellows.

The show this year was not graced by royalty as it was a year ago, but Lady Langelier, wife of the lieutenant-governor of Quebec, was present on several occasions. She wore a gown of grey charmeuse, trimmed with violet, and white hat trimmed in tiny roses.

Hats were, of course, the rule, and a few veils were worn. The hats were small and were made to harmonize with the gowns.

The wraps were mostly of "cut-away" design, liberally draped. They were loose and roomy, except where caught in by the fastening to fit snugly about the skirt.

READY-TO-WEAR GARMENTS

Summer Business Delayed for Various Reasons

Few days of warm weather would improve business—Cold weather retards summer business—Conservatism has resulted from many conditions — People show tendency to buy best, however.

JUST ABOUT the most needed thing for the benefit of the garment business at present is a few days of bright warm weather to emphasize the necessity for providing for Summer needs. For practically all Summer business is yet to come. Money conditions are making the trade cautious, but in spite of all Canada is abundantly prosperous, too much so to necessitate any doing without needed articles of dress. Apart from money conditions what has hurt Summer business so far is the chilly nature of the weather and the remembrance of the cold summer experienced last year. Not only is the merchant buying carefully because the credit man is obdurate, but he has his experience of last year in mind, and the bare possibility of just another season occurring, combined with the present financial conditions, is giving that proverbial chill to the buyers pedal extremities that results in very small orders, or no orders at all.

Just a few warm days would work a great change for it would send customers into the stores to supply insistent present needs. This would mean that orders would flow in to the manufacturers, and the better feeling would not only help present conditions, but it would work out to the benefit of the man on the road with garments for the Fall season.

One proof, if any was necessary that there is money yet in the land for reasonable needs, is that the present money stringency has proved no check upon the development in favor of better priced garments the best demand comes for the better grade. Women have found that it pays to pay more when the result is that they obtain for the advance much better style and material.

Manufacturers are making every effort to improve their product along these lines and The Review would earnestly advise buyers to look over the sample lines offered by the Canadian manufacturers. There are many new men coming into the business, and many of the older manufacturers have enlarged their plants and improved their product. Therefore, the Fall garment line is larger and better as a whole, and buyers should be able to procure much more than ever before of their high class merchandise in the home market. It is good policy to encourage the home maker, particularly when he is more strenuously than ever endeavoring to obtain the right styles and the very latest novelty materials. When goods are bought in the home market they carry many advantages, such as being able to fill in wanted sizes easily, and to sort up at frequent intervals with newer novelties. There is no need to instruct buyers so the manufacturers say as least about making returns, but if for any reason a return has to be arranged the buyer can make better terms with the home than with the foreign manufacturer.

Summer Suit Novelties

These suits form a marked deviation from the regular tailored line —Cretonne vests and trimmings a new feature — Eton and bolero models with the coat and skirt in contrast shown.

Now that dresses have become so popular it is only natural that the woman who can afford to be different wishes to have a suit and during the past week The Review has seen a few imported models of this class. While it is not claimed that suits of this class will have an extensive vogue they form an indication of how very general is the acceptance of the novelty suit for all the new models form a very marked departure from the regulation plain tailored suit. The new suits are developed in cotton eponge or linen and many of them have smart little vests of cretonne or of ratine brocade. Many of these suits have the skirt made of white linen or eponge, while the coat is of brocaded eponge. Sometimes the skirt is of striped material and the coat is of plain color with waistcoat and collar and cuffs of the stripe. More on the dress order, but in two pieces are the skirts of cotton crepe with a smart little coatee of



Evening gowns will be wanted early. This model shows how materials are combined. It is of yellow crepe de chine, with a simulated under petticoat of satin in pale blue and touches of the same on the sleeves, and at the waist and girdle to match. The corsage is surplice, back and front, opening over a vest of chiffon, with the opening outlined with a frill of shadow lace. The new style tunic finishes with a frill of shadow lace below one of net.

crepe in Futurist or Jouy pattern. These coats are cut in bolero fashion in front and have long tails reaching to the bend of the knee at the back and starting from well under the arm.

Sometimes the coat is finished like an Eton at the back and the tail piece forms a kind of tunic over the skirt. Many of the suits have somewhat the effect of a coat dress, the difference being that the suit is in two pieces, while the dress is one piece. Skirts are two-piece and are narrow running from 1¾ to 2¼ yards. A slot seam down the middle of the front is a new feature that is well liked.

Children's Coats Selling

Fashionable cloths lend themselves to the making up of attractive models — Business in children's wear has become a prominent feature.

Buyers generally are interested in children's lines as this is a department that continues to grow. Indeed in many stores almost as much space is being given to children's wear—that is including misses'—as is devoted to the garments worn by their mothers and elder sisters.



"Militia" overcoat in khaki cloth made with two side pleats from shoulder line to waist line, half belt shaped at back, side vents, lined throughout with scarlet flannel and the gilt buttons set in militia fashion on the front. This has a self Prussian collar. Shown by W. E. Sanford Mfg. Co.

Children's coat lines are out on the road and orders are beginning to come in freely. With the

(Continued on page 62)



Trade Allens Mark
MADE IN CANADA

Write to-day for samples of our

Balkan *and* Middy WAISTS

The accompanying illustrations represent three of our new Balkan and Middy styles. They are real trade-pullers and form strong links in the chain of attractive values that binds the Allen line and the Canadian ready-to-wear trade closely together.

Drop a postal to-day asking us to submit samples of these for your inspection. Send them back if they do not meet with your approval. Write also for our samples of bathing suits.

Allen Manufacturing Co.
Limited

Long Distance Phone
ADELAIDE 966

103-5-7 Simcoe St. - Toronto

Trade Allens Mark
MADE IN CANADA



Early Fall suit of Persian blue cut velour, showing the accepted cut-away lines of the new suit coat—quite short in front and rounding gracefully to a point at the back. The buttons are in the new military bomb shape, and are of brass.



Egyptine Underskirts are Guaranteed

WE make Egyptines of a material which we import specially for underskirts.

Every yard is guaranteed to us by the makers. We in turn, guarantee every skirt to you.

You can sell Egyptines with the distinct understanding that the skirts will neither split nor cut—nor crack.

The material is the best quality Egyptian cotton. This cotton works up like silk.

Egyptines have the appearance, the weight and the peculiar rustle of fine taffeta silk. They retail at less than half and last much longer.

The quality makes many sales, and there is a handsome margin of profit to the retailer. Ask your wholesaler for prices and samples.

Note—The genuine Egyptine is guaranteed all down the line with this guarantee label on the skirt band.

Make sure of the label:

EGYPTINE

The Canadian Converters Co. Limited
Montreal

Light Laces Play a Part in Summer Modes

Leading dressmakers using Chantilly, Bohemian and Malines laces extensively on Summer gowns—Lace combined with net and lace draperies the new feature — The gayest of colors shown.

THE GROWING prominence of lace is one of the most notable features of the fashions at the present time. According to all accounts the leading model houses are preparing to use lace more extensively than for some time and laces will certainly play a more important part in the modes of the present summer than they did a year ago. At the Longchamps races the use of lace was much remarked. White lace tunics were worn and skirts flounced with Chantilly were a new feature. Callot Soeurs is one of the leading houses to feature lace. This house is using wide flouncings of black and of white Chantilly, and also wide Bohemian lace in black, and Malines laces also. A new Callot model that attracted attention, had a foundation skirt of white tulle which had a deep flounce of white Chantilly lace. Above this flounce was another of the same, lace beginning at the waist line and growing gradually deeper until it became knee length at the back. The waist was entirely of lace and net, the opening at the back being outlined with wide pleated frills finishing in front with a bouquet of artificial flowers in soft shades. Another feature of the Callot gowns is the combining of black and white laces, the use of black lace for draperies and the embroidering of the same with metallic threads.

Beer is also advocating lace but, instead of using black or white, he is favoring all shades of cream down to deep butter shades, and many of Cheruit's latest gowns show the use of wide flouncings of Malines and Chantilly and also the use of embroidered net or Oriental laces, but more for draperies than flounces.

Premet is using wide lace flounces for evening cloaks and is trimming them with broad bands of metallic lace. These wraps are intended for wearing over summer gowns.

Of late much plain net has been used for the corsage of the dress and everything points to a tremendous vogue for net for this and for other purposes. There is no doubt about the net gown for summer wear either of plain or dotted net. Madame Paquin is featuring both dotted nets and dotted laces. Dotted Alencon is much used for the upstanding frills that finish the neck of the gown and for the pleated sleeve frills that are so immensely fashionable. Another idea that is new is the embroidering of fine laces with beads and the edging of them with a bead fringe.

Now that summer is coming, more white is appearing, but it is not white alone that is to be worn. It is to be combined and trimmed with one or more of the high colors that Paris is now revelling in.

For quite a long period black and white in combination and a restricted selection of the duller middle tones have been chosen, but now the reaction has come and the gayest of colors reign supreme.

This season it is a feast of color, glaring and bold. Red shades are very much favored such as cherry, vermilion, brick, carmine, blood reds, beet and Bordeaux shades. Other much worn colors are brilliant light blue, emerald and Empire green, violets in vivid shades, and orange, lemon gold, and amber.

The wool suitings most seen this Spring are gabardine, coarse and fine wale serges, and cote-de-cheval. In silks the prominent weaves are charmeuse, Liberty satin, moire and brocades. Significant, too, is the appearance of velvet at this period of the year for it indicates its prominence in the coming Fall season. Velvet is used to trim many hats, the majority seen showing the brim of tulle with the crown of velvet. Chiffon velvet mantles appeared in many high colors at the Lonchamps meeting on the 18th. Another new idea strongly featured was the wearing of vivid colored Oriental sashes as a finish to black satin desses.

Another idea that has caught the popular taste is the vest or waist coat that is appearing on so many of the fancy suits. Waistcoats were introduced earlier on in the season but it is only now that the dressmaking houses are bringing them out so strongly. Madame Paquin is particularly fond of this feature, and she must be credited with the bringing out of a large number of successful models. Fancy flowered linens and cretonnes are most used by this house while Cheruit favor bright hued striped silks. Now that these two houses have scored a success with fancy waistcoats the idea has been widely copied and Roman striped, and flowered Jouy and Pompadour silks are used, as well as the Rodier novelty eponges printed in high colored floral patterns. The variety of patterns and fabrics used for waistcoats is large but nothing is prettier than those of colored linen trimmed with narrow pleated frills of the same.

In keeping with the extravagant tastes of the day the coat is often lined with the same rich silk of which the vest is made. This forms an indication for the future and it is certain that very bright colored linings often printed in bold patterns will be used in the coming Fall. The very latest idea is to make use of the Martine patterns for this purpose.

It is said that some of the model houses are in-



Kenyon Weatherproofs

With the Kenreign Label

Showerproof Coats

These coats are made of wool materials which have been Kenreign rainproofed, positively the most satisfactory process for making the cloth rain-repellent without the use of rubber. This process not only improves the appearance and finish, but it adds greatly to the wearing qualities of the cloth.

Slip-on Raincoats

Every yard of cloth used in Kenreign Coats is carefully treated. Pure Para Rubber is milled, properly compounded, and applied to the cloth. It is then correctly vulcanized and subjected to severe tests for permanent waterproof qualities.

A Kenreign Waterproof will not fall apart; the rubber will not soften nor will it grow hard and stiff, making the garment useless. You are protected from these defects by the Kenreign label.

Kenreign Showerproof and Slip-on Coats are made in all suitable shades and styles for men and women.

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Feick Dresses Have Exclusive Style Features

One of the foundation stones on which the success of "Feick" Brand Dresses is built is the exclusiveness of their styles. Originated by our own expert designers and made of high-grade materials, these dresses appeal to women who love something out of the ordinary.



The Fall, 1913, range of

FEICK DRESSES

which is now ready for your inspection, contains many new creations. If you have not already stocked our dainty garments, send in a sample order and see how quickly these stylish dresses sell.

Our Representative will be calling on you with a full assortment. Be sure to see them.

THE FEICK
MANUFACTURING CO.
BERLIN -:- ONTARIO

tending to drop brocades after the present season, but against this fact, if true, are the large orders for the Fall already placed. Also the fact that the sample collection put out by Claude Freres for Autumn a year from now contains a large representation of brocaded poplins, crepes and silks. At Longchamps new models in brocaded crepes and brocaded silks were numerous, and one model of white brocaded crepe with a tunic of black brocaded marquisette attracted much attention. Another novelty was a blue plaided marquisette on a black ground used to veil a gown of black charmeuse.

Moire is a silk that is increasing in favor, and to prove this, it may be stated that some of the best dressed women in Paris are wearing moire gowns that have been made up in the leading Paris dressmaking houses. Madame Paquin is using turquoise moire for evening gowns, while Cheruit uses moire for suits alone and in such colors as navy, ruby and black. Moire epingle in changeable emerald and black is a lovely color effect favored by Callot in this material.

Two novelties that will undoubtedly pass over to your side of the Atlantic are the Japanese collar and the Japanese gown. This Japanese style Premet claims to have launched, the idea for them having been taken from old Japanese sketches and etchings. The most striking feature straight up-standing collar and the sash tied with a large flat bow at the back.

Ratine printed in a cretonne pattern was used for a very new robe, and another ratine robe has a sash of blue ratine placed as low down as the knee while an extra pretty robe was of white ratine with a printed rose pattern and with trimming of Nell rose satin.

Very elaborate two-piece matinees were developed in crepe voile, crepe de chine and shadow lace. Pink is the most worn color, both shrimp pink, and rose pink being prominent. Pale blue is also good and pale yellow, apricot and mauve are other colors used. Negligees are trimmed with chiffon rose buds and with colored satin ribbons. Many models are made in Empire style and are made of chiffon cloth or crepe chiffon.

Another garment where sheerness and transparency is the dominating factor, and one that is bringing it back into fashion's favor, is the lingerie blouse. The new lingerie is no longer made of lawns and linens. Cotton voile, cotton crepes, crepe de chine, crepe chiffon, shadow lace and fine nets are the materials now employed. The lingerie blouse of the present season is a simple garment and is not made expensive by being smothered with hand-made laces and hand-work. Many blouses have the yoke across the back and extending over the shoulder as far as the dropped part goes. Gatherings and tucks are used and the blouse is decidedly fuller and blouses more. Another feature that will be welcomed is the

(Continued on page 62)



Fall Attire *for* Juniors

The tiny infants, the little tots, the school children and the womanly misses are all well represented in the Home & Watts Fall range of dresses. Our styles and values have no equal in the trade. They are distinctly in a class of their own.

Send for samples of the H. & W. Gingham dresses for present delivery.

HOME & WATTS, Limited
19 DUNCAN STREET, TORONTO

The Largest Exclusive Coat House in Canada

Our Fall Range *of* Coat Styles *will make* selling easy

WE MAKE NOTHING BUT COATS
—BUT EVERYTHING IN COATS

The National coat is well known throughout the trade for its exclusive style and superior quality of fabric and workmanship, whether it is the linen motor coat or the highest price sealette.

Our Fall and Winter 1913-14 range of coats is fully up to our high-placed standard in every way. In fact, we have increased this season's showing very materially, making it even more interesting than ever.

When our representative calls, let him show you the entire range. Our values will double your interest in the line. Don't miss it.

Send for samples of our Motor and Rain Coats for immediate delivery

The National Rubber Co. of Canada
MONTREAL

Novelty Features Are Seen in the Fall Suit--

Interest centers in novelty suits — Cut-away and Russian blouses are the newest styles—Expensive suits are being largely sold, the trend being distinctly against the plain tailored suit—The average length of the suit coat 36 to 38 inches.

MERCHANTS generally have done well with suits this Spring. Careful buying was the rule, and, therefore, stocks were not unduly large, and the season has been such as to help the suit section. Right up to date the weather, save for one short spell, has not been warm enough to take customer's attention off suits. This means that price cutting is only now being resorted to and that merchants will enter on the Fall season with clean stocks.

The big feature particularly with the city trade has been the number of more expensive suits sold. This is explained by the character of the merchandise, for fashion is set at present dead against the plain tailored suit. Suits selling for $25 to $35 have been the big sellers this Spring. This tendency is even more strongly developed in the Fall models, and novelty, not only as regards materials, but as regards both style and trimmings, will have full sway.



Broadcloth or serge velvet or silk collar. Bedford cord or mixture with fur collar. Bedford cord coat with brocade silk collar. Plush or broadcloth, fur trimmed. New back ornament or cord and velvet ribbon.

At the Toledo Convention no definite length was purposely set. This was done to give full scope to the designer's skill, but the suit coats as a rule were about 36 to 38 inches long. Practically every model shown was cut-away, and the Mandarin sleeves were the latest style indication. These sleeves were combined with Russian blouse effects belted well below the waistline. As a rule, if the model were bloused in front, the back was straight-cut. If the back were gathered in or belted or sashed, the front was straight-cut. Novelty cutting was a big feature.. Though fancy velvets in Persian or Indian colors and patterns were used in somewhat limited touches the real novelty in trimmings is the use of fur plushes. Fur is used on very handsome garments, but fur plush as a rule takes it place. Braid too is another revival and both soutache and braids showing high color are used. All black braids come in openwork patterns that can be placed over a band of bright velvet or satin. Frogs of braid passementerie or made of rouleaux of the material of the suit are very much used. Coats either button up high or have convertible collars, also some extreme models show stiffened Medici collars.

Skirts are narrow and many models have the modified slit. The peg-top skirt fuller at the knee is an approved model and the more extreme skirts are very much draped. Modified drapery consist-

Dresses for Fall Are Also Showing Novelties

Street dresses are proving a big feature—Crepe de chine is very much in evidence—Designers are trying to put drapery effects in newer models—Slender outline is being carefully preserved, however—Set-in sleeve is still prevailing.



Velvet or broadcloth with brocade lapels. A new idea in suit skirts.

Bedford cord with velvet collar and new back.

Bedford cord coat with velvet collar and cuffs. Round cord pocket ornaments.

Velvet or serge with brocade velvet satin sash.

ed favor dresses in silk materials figure prominently in all lines. Messaline and paillette are used for popular priced dresses, but in better lines the first place is taken by crepe-de-chine, crepe meteor and novelty crepes. Dresses may be either plain or brocaded or smarter still, may be developed in a combination of the two. Designers are trying out drapery effects in the newer models. Skirts are still narrow, but the introduction of draped features makes them wider around the knee. Nevertheless the slender outline is carefully preserved. The set-in sleeve still prevails; the tendency is to exaggeratedly prolong the shoulder line and to increase the size of the arm-hole. Sleeves are full length on the more practical models but elbow or shorter when the gown is for dressy wear. Here too there is a tendency to revert to the old kimona cut.

of pleats and tucks that give drapery suggestion and just break the severe straight line.

DRESSES A STRONG FEATURE.

Dresses are now one of the strongest features in the garment line, for a gown for practically every occasion can now be purchased ready made. This means that there is a very wide variety of materials and styles featured in the Fall line. Manufacturers are trying to get away from serges, but are experiencing considerable difficulty in finding a suitable material to take its place. Poplin is used and Bedfords and coteles are used to give variety to the line of simple street dresses. Coat dresses are a very strong feature with vests of printed and stamped ratine or printed silk. With silk in such pronounc-

Novelty Hip Length Coats

Black and white checks and flannels, eponges and wide Wale serges in high color the leaders—Buyers interested in the short silk coat.

Sports coats in hip length models are being ordered for Summer wear. These coats are particularly good in black and white checks, and the larger the check the smarter the coat seems to be the rule. Rough serges, eponge and flannel coats in cherry, rose, saxe, China blue, hunter's green and all yellow and light tan shades are excellent sellers. The more expensive coats are lined throughout either with matching silk or with satins printed in Cubist and

Futurist colors and designs. Straight cut coats with Raglan shoulders or low set-in sleeves, Norfolk coats and coats cut in the Bulgarian blouse style predominate. The majority of models have the low wide belt.

No. 1 No. 2



New Balkan or Poiret middy, the latest phase of the middy blouse. These blouses are developed either in white or colored linen, and are worn with a matching or contrasting linen skirt.

Norfolk middy of China silk with the collar and cuffs in Saxe blue.

The new hip length coat is allowing the manufacturer to put coats of moire, bengaline, and brocade on the market at prices well within the reach of the majority of women. These coats are on the Mandarin order and are gathered into a shaped band or flounce that rounds up in front. Another good style in silk coats is the blouse model with the cutaway peplum. These coats are lined with bright colored or with printed satin and this satin forms the revers and the trimming at the cuffs.

Light Laces Play a Part in Summer Modes

(Continued from page 56)

return of the kimona cut waist. Many of the new blouses have baggy kimona sleeves, some of them with the arm-hole reaching nearly to the waist-line. Over this underblouse is slipped a sleeveless bolero of chiffon and lace or of shadow lace made full on the shoulders and front and rounding up at the sides where it is caught into the belt with the rest of the waist. Very fine Malines lace is used to trim blouses of this kind.

Plain white washing net, and plain filet net are used in making simple models in waists. Many of these models are made kimona fashion and have the sleeves full and drawn in to the arm with a ribbon, leaving a frill of the net to finish the sleeve. Many of these waists are lined with shadow lace with a ribbon drawn through it, giving a bolero effect. Blouses are trimmed with shadow lace, Malines laces, and Venise and also with crochet and rhinestone buttons.

In keeping with the rules of lingerie and blouses and making a particular appeal to the June bride, is the showing of household linens. The high novelty in fancy linens is Chinese embroidery; that is, the patterns chosen are typically Chinese and are worked out in heavy embroidery on a linen that has a naturally high luster. Lovely luncheon sets come with the large circular cloth with the various sized doileys that go to make up the set. Cluny is always a favorite, both because of its beauty and of its excellent wearing qualities. But Cluny to please must come in some new form, one of the best of which shows square medallions set all round the cloth in place of the usual edge and with smaller medallions finishing the doileys. The centre of this set is decorated with stars of eyelet work. Never out of date and thoroughly practical for all occasions is the luncheon set of cloth doileys and napkins with the hand-scalloped edge and with each piece worked with the owner's monogram. Empire designs are favored in damask and satin-striped bordered and hemstitched cloths with an Empire wreath in the corners form one of the best designs. Empire wreaths or simple scrolls form the borders to the best liked towels.

Children's Coats Selling.

(Continued from page 52)

very high attractiveness of this line this year, due to the many handsome cloths available, there is no wonder about sales being large. Rough soft weaves predominate, but the fact that these cloths are not so heavy as they look specially fit them for children's wear. Also the fact that there is more color included in the Fall range means much in favor of heavy selling. Heavy diagonals, Bedford cords, rough serges, curl cloths and chincillas are all used and for the smaller girl plain and novelty velvets, corduroys and plushes are being made into smart little coats.

Invitation to
Buyers Visiting Paris (France)

When in Paris you are invited to visit the buying offices of

ELIE WEILL & CO.

117-119 Faubourg Poissonière

where you will be posted about the latest creations in Ladies' Ready-to-wear of all descriptions, Millinery and Dress Goods.

Elie Weill & Co., being the largest buyers of Models in France, will bring you into touch with all houses of importance.

For your convenience when in London, Elie Weill & Co. have established a branch office at 3 Argyll Street (near Regent and Oxford Sts.) under the supervision of Mr. James Rickard, whose services are at your disposal.

If you desire further information before your departure, communicate with

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34 Herald Building, - - Montreal

Canadian Agents

Merchants and Buyers

get the habit of reading the advertisements each issue. They contain valuable information about goods you should know about.

Clerks

get familiar with the selling points of the goods you have in stock. Many good selling arguments are found in the advertisements in the "Review" each issue.

Dress at Ontario Jockey Club's May Meeting

The May races take a leading position as a big dress event—The gowns worn were wonderfully smart, and the colors very brilliant — "A flock of tropical birds" is phrase best suited to describe the gathering.

JUDGING FROM last week's sartorial display at the Spring Meeting of the Ontario Jockey Club at the Woodbine, Toronto, this race meeting holds the palm as a fashion event in Canada. Indeed it ranks high as a dress event for visitors from the States and England were astonished at the smartness and style of the gowns worn. Indeed descriptions of the gowns worn read like an account of the dress parade at Longchamps or of the gowns on the lawn of Royal Ascot. Beautiful weather permitted the gowning to be displayed to the richest perfection.

"Like a flock of tropical birds," was an apt comparison made, and after witnessing such a wonderful color display, no doubt can exist as to the standing and acceptance of brilliant colors. That color reigns supreme and that this fact is accepted by the best dressed Canadian women is unquestioned. Therefore it is certain that the reign of bright colors will not close with the present Spring season, but will continue, not only through the present Fall, but will markedly influence styles for Spring, 1914. Colors are brilliant and all the colors of the rainbow were here assembled, and the most remarkable tribute to the art of the modern dyers lies in the fact that these rich colors seen in bright sunlight do not clash nor do they look crude or garish. In this fact it would seem lies much of the secret of the quick acceptance that has been accorded to bright colors, and this fact will also markedly prolong the life of the fashion.

Red is such a vivid color that it always stands out strongly. Red was much in evidence and a new shade much the color of a pink tomato with a hint of purple was much worn. This color was selected for the whole gown and was also combined with black and dark blue. Mauve and blue, purple and gold were pretty tame color combinations when such colors as Emerald, bright yellow and orange are before the eye. One gown that spelled Paris was of yellow satin, trimmed with black, while the hat, that was worn with it was of mauve massed with bright pink roses. Another gorgeous gown was of cloth of gold over which was worn a cloak of purple brocaded satin.

ROSE WAS MUCH WORN.

Searching discriminatingly for the leading color one finds rose and salmon pink are very much worn, combined with white and the woman who does not affect the bright colors can be smartly dressed in such neutral tones as beige, fawn, taupe and tete de negre. Such colors, it must be confessed, are in the minority and gowns of red, green, and the new mustard shade and such combinations as mauve and blue, purple and cerise, green and yellow are the ones considered smart.



1 2 3

1. Draped satin gown. The skirt is split up to the knee in front and the drapery is caught under bands of trimming, each finished with a tassel. Tassels also trim the sleeves. 2. Draped knee length coat of brocaded charmeuse with Mandarin sleeves. 3. Gown of brocaded crepe and satin. Tulle neck ruche and fancy sailor with satin crown.

MUCH BROCADE WAS WORN.

Crepe, charmeuse, and soft satins were everywhere and much brocade was worn. Gowns were very much draped. Often the drapery was of chiffon or net which was either beaded or embroidered. A particularly lovely gown of this kind was of mauve satin, draped with grey chiffon gold embroidered, while a gown of sapphire blue had over draperies of black net embroidered and beaded with gold. One of the prettiest gowns was of emerald



1 2 3 4 5 6 7 8

1. Draped gown of satin with brocaded sash worn with short lace flounced coatee of moire. The hat of crin is trimmed with both wreaths and plumes. 2. Draped crepe gown worn with Russian blouse coat of brocaded crepe. Tulle ruff and paradise plume in the hat. 3. Brocaded velour coat with Mandarin sleeves, worn with one of the new broad brimmed trimmed sailors. 4. Fancy suit, showing drapery and overskirt, with bloused coat with peplum. 5. Taffeta suit. Hat on the sailor order trimmed with shaded plumes. 6. Tailored dress of white serge. Hat of pale pink crin with pink plume tipped with blue. 7. Draped coat of blue brocade with full sleeves and yoke. 8. Gown of crepe much admired. Coat of brocade trimmed with marabout bands. Neck-piece of ostrich and marabout. The hat is one of the new poke shapes.

green crepe de chine made in Russian blouse style with the collar of shadow lace. The hat worn with this gown was one of the new sailors with the crown of velvet and the brim of tulle. The trimming was a band of green velvet with flat bow at the back and long streamers with a cluster of buttercups set squarely in front. The most remarked gown was of white crepe with a bias drapery of printed crepe patterned in sprawly flowers in pink, blue and yellow outlined with black.

The skirt of striped and coat of plain was very much worn both in cotton and silk materials. Very beautiful was a blue and white striped satin with the coat of white satin, and the white hat trimmed with blue ribbon and pink roses. Several linen suits were seen with the coat of color and the skirt of white and white ratine and embroidered voile or crepe skirts were completed with blouse coats of brocaded ratine.

SKIRTS SLASHED TO KNEE.

Many skirts were slashed to the knee and, though in the majority of cases a contrasting satin petticoat or a panel filled in, there were plenty of women who displayed both stocking and shoe in exactly matching hose and black pumps with handsome buckle often set with rhinestones.

Suits were, as a rule, on the Russian or the low belted blouse order and skirts were very much draped and very tight around the feet.

Many wonderful draped coats or mantles were worn, one of the most gorgeous being of black and silver brocade. Others were developed in rich brocaded charmeuse. Brocaded velvet was also often chosen and, in this material, shades of purple ranging from Royal to soft mauve were highly favored.

The younger women adopted the new knee length coat but longer wraps were more in evidence and, as a rule, the sleeve was cut in one with the coat in the new Mandarin style.

Pleated tulle ruffs were very much worn and so were the new Medici frills. Medici collars, wired so as to stand well away from the neck, are evidently to be accepted as they were seen both in lace, net, and in the material of the gown.



1 2 3 4 5 6

1. Poiret or Balkan blouse suit of two-tone Bedford cord. Large drooping hat with crown covered with crepe, and under-brim faced with shadow lace. Epaulette collar of crepe de chine, with pleated revers of the same. 2. Suit of plain and brocaded satin with collar of Oriental embroidery. The skirt is very much draped, and the coat very much cut away. 3. The elaborately draped skirt of this gown is of charmeuse, and the brocaded coat is belted and cut short in front, with tails at the back and full sleeve gathered in above the elbow. Around the neck is a pleated tulle collar, and the hat worn is one of the new sailor shapes with two-tone ostrich quill posed at the back and cluster of berries in front. 4. Hat with velvet crown and transparent tulle brim trimmed with ribbon and flowers. 5. Fancy suit of silk crepe trimmed with brocade. The coat is one of the new bloused models, and the skirt shows the new front drapery effect. 6. Another version of the Poiret blouse suit. This suit is of wool ratine with collar and folded band or belt of satin. The hat has a full draped crown of velvet with large flat bow at the back. The brim is of straw massed on one side with a cluster of mixed flowers. Note the small hand bag and the vanity case carried.

Sweater Coats for Fall Will Be Conservative

It is not anticipated that present fashions in feminine attire will influence knit goods to any extent—Some "freakish" styles may be shown, but they will not be generally taken up.

THE OUTLOOK for a good sweater coat trade in the Fall is very bright. Manufacturers state that the cool weather which has prevailed so far this Spring has been a help to business. Retailers have felt a larger demand than usual at this time of year. Trade should continue brisk for some time still as the sweater coat is an essential part of the Summer vacation outfit. The girl who is going to a Summer resort will find plenty of use for a warm coat and this brings a brisk demand during the early Summer months.

Although it is too early as yet to speak of Fall sweater coat styles with any degree of assurance, there is no reason to expect any radical departures or innovations. This is the opinion held by many leading manufacturers. They contend that the sweater coat has become more or less of a staple article, which does not vary to any extent, no matter to what extremes the world of fashion may be going in other respects. There has been an impression in some quarters that the cut of ladies' sweater coats might be made to conform with the present vogue in fabric coats. The cut away front, which is so strong in coats at the present time, may be seen in some sweater coat models but would not be safe to predict any extended vogue.

As a matter of fact, the cut away coat was brought out by the knit goods manufacturers some seasons ago. It may thus be said to have preceded the cut-away fabric coat style if it did not supply the inspiration of the present fashion. The idea was not developed to any great extent although the coats found favor to some extent. It may be that, with the sweeping endorsation of the world of fashion, there will be more sweater coats seen this Fall of three-quarter length and with the cut-away front. It is safe to assert, however, that the general trend will be toward the staple lengths and styles.

One manufacturer stated to The Review: "I expect that we will have a few "freak" styles to tone in with the latest fashions in feminine attire. These will be put out, however, for the sole purpose of satisfying the class of people who want something freakish and out of the ordinary. We do not anticipate that there will be a very general showing of these styles or that they will encounter anything like general demand."

The same applies to the question of color. At the present time, fashion dictates the use of shades of glaring nature. Balkan influences brought about a revival of bright colors and the public took the idea up with such avidity that dress became unusually and almost startlingly gay. A transitory stage has now developed, the post impressionistic influence gradually taking the place of the Balkan but the general color scheme is, if anything, a little more bright and daring than before.

It is not anticipated, however, that there will be a reflection of this vogue in sweater coats. Quiet shades still prevail and bright combinations are not likely to be introduced to any extent. Manufacturers state that the public are adverse to wearing anything particularly noticeable or daring in the sweater coat line. The blazer coat was taken up strongly but the brighter combinations have not yet established a permanent hold.

Manufacturers are busy at the present time and report that orders have been placed in good volume. Some complaints, however, are heard on the score of collections. That money is scarce in most sections of the country is evident and the manufacturers are showing some concern.

Dress at Ontario Jockey Club's Meeting

(Continued from page 66)

Though many flower-trimmed hats were worn, it must be confessed that the really smart millinery was massed with feathers and sweeping aigrette, lovely graceful paradise, and rich ostrich mounts were rivaled only by the huge ribbon bows as a hat decoration.

Several helmet and military shapes were worn having the chin strap of folded ribbon or velvet.

Standards for Silk Manufacturers Urged

Address by manufacturers at annual convention of American Hosiery and Underwear Men—The question of quality in silks—Value in quality silks.

AT THE annual convention of the National Association of Hosiery and Underwear Manufacturers held at Philadelphia, an able paper on "Suggestions for Silk Knitters" was given by H. F. Hofer. He said in part: To know the actual condition of silk is the one of the reasons for testing silk. The first reason is to know the true condition of the silk in order to be posted where or for what purpose best to apply such silk, the other reason is to ascertain those facts necessary to enable the proper checking up of the bill for value received.

Whenever the tests are made for the latter purpose, it is self-evident that an understanding with regard to the expected value or quality must be underlying the transaction. With the arriving at standards along the lines as referred to in my last year's address and which are having due attention in official quarters at this time, standards must and will come and will prove a blessing in more than one direction. There will be direct benefit derived from the establishing of the standards, but the indirect benefits will even be greater.

In order to substantiate this my belief, I will begin by saying that, according to my opinion, there are to-day altogether too many different grades on the market, the number of which will probably be decreased with the establishing of standards.

EXAMPLES WITH JAPANESE SILK.

Inasmuch as the hosiery and underwear manufacturers are mostly using Japan silks in their manufacture, I shall exemplify with Japan silks.

We know this origin of silk under at least ten different grades, from so-called Grand Double Extra down to the grade of so-called No. 1½. For simplicity's sake we might call these different qualities by the number, from number 1 up to 10, with the assumption No. 10 to be the best, number 1 to be the lowest.

From the standpoint of basic stock, that means the quality of the cocoons, I believe it would be hard to distinguish more than, say, four different grades and therefore all the other grades are a consequence of workmanship. We may have little control over the basic quality of the stock and therefore we are bound to recognize the various qualities of basic stock as a necessity. Where workmanship is concerned, however, there is no doubt but that if the control at our disposition was exercised properly we could do away with all those grades which are created as a consequence of workmanship.

Two filatures may use cocoons of identical quality with regard to the basic stock. The one might spend say 20 cents more for workmanship per pound than the other and thereby produce a different silk from that of the other. The one silk might come to this market as grade No. 10, whereas the other might have to be sold as grade No. 7. Perhaps the mill or filature turning out the product of grade 10 is of more modern equipment than the other, or has at its disposition a better trained force of help being thereby enabled to turn out a better product than the other, but in most instances there is a different reason responsible for the different grade.

Many a consumer buys a low grade silk, not because a high grade silk would not be better suitable for the respective purpose, but because the buyer in question expects to derive a saving from the lower grade silk on account of the apparent lower price. Quality means value, therefore the higher the quality the higher the value and vice versa. Consequently, it appears appropriate to ask what is it good for to buy an inferior grade if such inferior grade means inferior value in the same or even greater proportion? I personally am inclined to believe that an inferior grade does not only represent so much inferior value as the price difference as a rule might lead to believe. I believe the difference is greater than that and it is natural that such be the case.

A fifteen-hundred dollar automobile may seat as many passengers as a three-thousand dollar one, may run 50,000 miles with as little trouble as the latter one and may make the trip from Philadelphia to New York in as good time as the latter one and if the owner of the fifteen-hundred dollar car does not care for the additional comfort which the three-thousand dollar car might afford, compared with the cheaper one and if he does not care for any fancy trimming which might be part of the value to the high-priced car, then the owner of the fifteen-hundred dollar car has a perfect right to claim to be deriving as much benefit from his fifteen-hundred dollar car as his neighbor might derive from the three-thousand dollar one.

TRIMMING NEVER AN ASSET.

But his theory, gentlemen, does not hold good in the silk business. Trimming can never be an asset. Whenever the word "trimming" is used or brought in connection with raw silk it means a deed or an action, but not a substance. No other value than service can be gotten out of raw silk, service constitutes the only value. When we buy a four-dollar priced silk we expect four dollars' worth of service out of it,



The Newest Sweater Coats

Pictured above are the newest styles of Pen-Angle Sweater Coats. But the picture does not do justice to the beauty and smartness of these garments. The straps on these coats are not sewn on, but are a part of the garment, the coat thus being a knit-to-form fabric throughout.

These coats are all new designs and can be had in various colors and many fabrics. Our Sweater Department is in shape to take care of extensive orders for immediate delivery.

Commencing with the first figure on the left we have a Semi-Norfolk Coat with a Shawl collar. Made in gray, brown, red, slate and white in various fabrics.

Second figure illustrates same design with Military collar.

The third, or centre figure, is a long coat, standard 46 inch length, with a long Shawl collar, and braid trimming. The fabric is a new brushed material called "Woolnap."

The fourth is a Full Norfolk Coat with a V neck. The fifth is another view of the same garment.

PENMANS LIMITED

PARIS, .:. .:. CANADA

Underwear Hosiery Sweaters

but when we expect a 3¾ dollar priced silk to do the same service, we may possibly get 3¾ dollars' worth of value out of it at the best, but in most instances we will get less than that. This, to prove or this my belief to substantiate is the main object of my task to-day.

One manufacturer may produce a silk hose to be sold for one dollar a pair, whereas another might produce a grade to be sold for two dollars. In appearance the two grades might be very little different, but certainly the difference in price is less of a puzzle to the respective manufacturers than to the respective consumers. The amount of money spent for labor might be little more for the two-dollar pair than for the one-dollar one, but not necessarily.

Let us suppose the labor cost was the same and let us suppose it is 50 cents per pair. The one-dollar hose would consequently represent 50 cents' worth of labor and 50 cents' worth of material. The two-dollar one would represent 50 cents' worth of labor and one dollar and fifty cents' worth of material. From this would result that the two-dollar hose represents a higher value than the one-dollar one, because one dollar and fifty cents' worth of material or service out of investment of two dollars is a better proposition than fifty cents' worth of material or service out of an investment of one dollar.

WASTE FROM IMPROPER HANDLING.

Every depreciation of any material through improper handling or manufacturing brings about a waste of value and the consumer wittingly or unwittingly, pays for such waste. The one-dollar hose manufacturer makes up this grade of fabric, not because he objects to the making up of a two-dollar priced one. He makes up the one-dollar priced one from a business standpoint pure and simple. He follows the course of least resistance. He produces that which the public cares to buy and pay for, and, as a consequence, the buyer receives as much as the price allows the manufacturer to put into the goods. The manufacturer probably realizes that there is some waste in the one-dollar priced hose compared with the two-dollar priced one, but what does he care so long as he is not the one to suffer by it.

But, then, every story has its two sides. The manufacturer cannot be a producer without being a consumer at the same time. He may be producing silk stockings, and if he is, he is consuming raw silk. If the consumer is supposed to look out for himself to get best value for the money expended, and if it is his business to make sure that he is not paying for that unnecessary waste alluded to in the one-dollar hose as compared with the two-dollar one, then the hosiery manufacturer must apply the same logic from the standpoint of consumer of raw silk as the wearer of his fabric must apply from the standpoint of consumer of the silk hose.

Therefore, if one reeler can produce a quality of silk known as No. 10, whereas another one put out of the same basic stock only obtains a quality No. 7, is not perhaps the latter following the course of least resistance? Is he not perhaps making up the lower quality because he knows the consumer which is the silk manufacturer will more readily buy a silk at say $3.75 than at say $4. And if such is the case should we not then suspect of paying for a waste the same as the consumer of the one-dollar-priced hose is paying as compared with the two-dollar-priced one?

SUCCESS DEPENDS UPON EFFICIENCY.

To a great extent success in manufacturing depends upon efficiency in production. Certainly the better the material with which we feed our machinery the better the chances for efficiency in production. In most instances the higher initial cost for the raw material is counterbalanced by the higher production.

Referring to our example of the two grades, raw silk Nos. 10 and 7, let us suppose that the difference in price between the two had been such that the apparent cost for the respective fabric would show to be even, I still believe that there is a difference in favor of the better grade even if we should not be able to detect this fact at once; 1,025 pounds of good silk might return as much merchandise as 1,050 pounds of poor silk. From this result that the low-grade silk has caused 25 pounds more waste than the high-grade one, this waste, as assumed before, has been taken care of by the difference in price. But now comes the question, did we really get fully paid for that excessive waste? It is my conviction that the manufacturing of the last 25 pounds of the 1,050 pounds has cost as much as the very first 25 pounds of the quantity in question. The more we have to expend for labor the higher the ultimate cost. In the example in question we have spent labor on 25 pounds more than would be necessary under other conditions, and inasmuch as that cost of labor must be added to the selling price it results that we have either paid a higher price for the material in question than the figure might lead us to believe, or then we have obtained less service from the silk in question than we figured to be the case. Both cases mean the same thing, reduced value for which the consumer has necessarily to stand the consequences.

THE EVENNESS OF THREAD.

For the hosiery and underwear manufacturer evenness of the thread is first and last consideration, and while elasticity and strength for all those purposes where the silk is to be tin weighted is a desirable asset, still the lack in efficiency in these respects is not as disappointing as the lack of efficiency in evenness.

Unevenness of silk is depreciating the value more than any other imperfection from a general standpoint, because it is detrimental in two different di-

IMPERIAL BRAND PURE WOOL UNDERWEAR

Ask your wholesaler to show you the full Fall range of Imperial Brand Pure Wool Underwear.

After a third of a century of manufacturing wool underwear for the Canadian men, we feel in a position to state that we know what they want. We also make the statement without fear of contradiction that Imperial Brand Wool Underwear contains more real value for the merchant than any other line on the market. It has the quality, the reasonable price and gives real comfort, because the fit and finish are there.

We are specialists in Men's Natural Wool, Men's Elastic Knit, Men's High Grade Imperial, Men's Double Thread Balbriggan.

Send to your wholesaler for samples of both your present and Fall Wool Underwear for trade, and Balbriggan for Summer selling.



KINGSTON HOSIERY CO.

Established 1880

Kingston - Ontario

Ladies', Misses' and Children's Underwear

For Fall 1913

Before placing your order for Fall goods kindly await the call of our representative, who will be able to show you many improvements in our well known brands, viz:

Zenith BRAND REGISTERED

Crescent BRAND REGISTERED

"Velva" BRAND

in Womens', Misses', Children's and Infants' Vests, Drawers and Combinations.

MANUFACTURED ONLY BY

S. Lennard & Sons, Dundas, Ont.

Sole Selling Agents

RICHARD L. BAKER CO., 100 Wellington St. W., Toronto, Ont.

rections. First off this imperfecton (unevenness) when entering the goods, is depreciating the value of the goods on account of the poor appearance of the goods. This we may term indirect waste. But unevenness of the thread is also responsible for most of the direct waste made in all the various operations of manufacturing, especially in the throwing.

The greatest part of all the raw silk used in the knitting business is silk of the size of the 13-15 deniers, with a mathematical average of 14 deniers. If that silk was of so even construction that the thread would at no place be finer nor coarser than 14 deniers, the waste in the throwing would probably amount to about one-tenth part of what it actually amounts to. Such waste would then be made up of but those short clippings after the making of a knot wherever it would become necessary to tie the thread of one skein or spool on to the other; since there would naturally be no breaks of the threads anywhere. But, unfortunately, silk is not of such even construction. On the contrary, such silk of average 14 deniers may in certain places be as heavy as 20 deniers and as fine as 10 or even 8 deniers. Those fine ends become so fine at places that the thin threads cannot hold the weight of the skeins and swifts or the spools and therefore break. Whenever such breaks occur it will be necessary to remove all those fine portions which at times may amount to hundreds of yards. The more uneven the silk is the more often do these breaks occur, and the waste originating from this source may amount to one, two, three or even more per cent., whereas the unavoidable waste or legitimate waste might not have amounted to more than a small fraction of one per cent. Taking into consideration that the waste caused by the unevenness of the thread naturally consists of but the finest part of the silk in question, we will at once understand that if the waste in weight should have proved to be, say three per cent., the waste in length would naturally be more than that. If the average of the size, as said before, was 14 deniers and the 3 per cent. of waste in weight was composed on an average of 10 deniers, then we would come to the conclusion that while the waste in weight was 3 per cent., the waste in length was considerably more. One hundred pounds of 14 deniers equals 32,000,000 yards. Three pounds of waste of 10 deniers equals 1,369,500 yards, being 4.28 per cent. waste in length.

PROMOTING EVEN PRODUCTION.

Inasmuch as the manufacturer is in the first place manufacturing with length and not with weight, he is naturally more interested in length than in weight.

The knit goods manufacturer, therefore, has a particular interest in the possible improvement of the silk with regard to its evenness, and it is an easy matter for him to contribute toward bringing this about. He must discriminate. He must look for the best silk in this particular direction. He must make it a part of his contract to stipulate what he considers an acceptable silk for his purpose. He must be guided by a standard. By this he is doing away with all speculation or gambling with regard to the quality. He will necessarily recognize the advantages of high-grade silk. He will not deceive himself. He will know how to economize by doing away with that unnecessary or invisible waste. When paying the price for a high-grade silk and refusing to accept any substitution at a lower figure he will naturally create an interest on the part of the producer to produce the best possible silk at an equitable remuneration, contrary to his present interest in producing a low-grade silk at a falsely attractive figure.

The establishing of standards will reduce the number of qualities or grades. Every reduction in the number of grades will mean an increase in the efficiency of output and returns.

Good Repeats Anticipated

Skirts in washing materials have sold well—Linen, eponge, reps, and piques are the selling materials.

Manufacturers have done well with washing skirts and good repeats are expected. The best sellers are cords, piques, eponges and linens in white and natural shades. As these skirts are intended for outing wear those cut on simple lines are preferred. Those cut so that they button up either the front or side are best liked as they open out flat to launder. A very few models have drapery suggestions and some have the gores rounded at the side of the front. Others are slashed a few inches at each side and buttoned over with buttons and loops which can be opened or closed at the fancy of the wearer. These skirts are cut on narrow lines and the waistband mounted on a narrow belt is more usual than just the high waistline. Sometimes the high waistline cut is given in front and the belt goes across the back with the centre of the back marked by a buckle of pearl or of the material. Many skirts show the fullness put into the back with gathers or tiny pleats.

Manufacturers report a growing business in skirts made of better materials. In New York skirts of moire, bengaline and charmeuse are selling, but on the Canadian market mixtures, serges, coteles and Bedford cords are the sellers. A good quality of men's coating serge is a staple seller with one firm. Skirts made from this material of necessity are high priced, but the garment is handsome and gives perfect satisfaction.

A stocking for every need in this quality quintette — satisfactory lines because "The Wear is There"

Hosiery for Men, Women and Children

"Eclipse Rib" "Excelsior" "Paragon"
"Italian Silk" "Gauze Silk"

YOUR WHOLESALE CAN SUPPLY YOU

Thomson Knitting Company, Manufacturers, London, Ontario

SELLING AGENTS:—
W. R. Begg, 20 Wellington Street West, Toronto, Ontario; Stuart M. Campbell, 400 Hammond Building, Winnipeg, Manitoba
J. Dudgeon & Co., 26 Victoria Square, Montreal.

Our Ladies' Department Offers Values and Styles

Worthy of Bearing this Label

BENTRO
THE WEAR IS THERE
KNIT

This label stands for the highest point of proficiency in the making of Knitted Garments.
It speaks not only for the high quality of workmanship and materials, but also for the style and fit. "Bentro Knit" Coats are ready for Fall. The range promises to be exceedingly popular.

SEND FOR SAMPLES



The Williams, Trow Knitting Co.
Limited
STRATFORD - - ONTARIO
Agents
J. M. ROBERTSON & COMPANY, 70 Bay Street, Toronto
GEO. A. HARRIS, 120 King Street, Winnipeg

JAY UNSHRINKABLE WOOL UNDER-WEAR

THE JAY FINISH TRADE MARK UNSHRINKABLE

THE ABSOLUTE RELIABILITY of JAY Underwear places you in an unassailable position with your customers. The above mark upon the garment is your, and their, guarantee that in fit, fabric, warmth and durability, JAY Underwear is perfect. The makers undertake to replace any garments which may shrink in washing.

Make enquiries of the Wholesale Agents:—

I. & R. Morley, - G. Brettle & Co.,
LONDON, ENG.

ENGLAND'S BEST

Jaeger Pure Wool

COAT SWEATERS FOR SUMMER SPORTS

THE AUSTRALIAN CRICKET TEAM now touring Canada and the States wear **Jaeger Pure Wool Sweaters**—they recognize the style and quality which give satisfaction.

Our range includes **Sweaters** and **Coat Sweaters for every kind of outdoor sports.**



Cricket Sweater

Comfort and Protection from Chill

Dr. JAEGER'S SANITARY WOOLLEN SYSTEM COMPANY, LIMITED.

Head Office and Warehouse - 243 BLEURY STREET, MONTREAL

Pen-Angle Hosiery



WARRANTED HIGH GRADE PENMAN'S HOSIERY

There's Money In Hosiery—
Especially the PEN-ANGLE Seamless Kind

YOU should handle Pen-Angle Full-Fashioned Seamless Hosiery for Men, Women and Children, **the only kind made in Canada** that is actually **knit to form** and so fashioned in the knitting that **it will neither shrink nor stretch.**

Made of the **finest quality** Cotton, Lisle, Cashmere and Silk.

YOU'LL get YOUR full share of Hosiery Profits if you stock up your shelves with the Pen-Angle Seamless Kind.

PENMANS LIMITED, Paris, Canada

HOSIERY **SWEATERS** **UNDERWEAR**

SUNSHINE HOSIERY
REGISTERED.

ALL UNDER THE PROTECTION of the "SUNSHINE" TRADE MARK





THE children's hosiery business in your town is very much "worth while."

The average active boy or girl will wear out more pairs of hose in a season than the parents will in two.

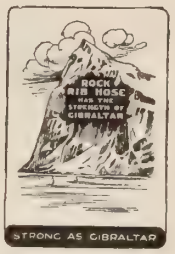
You often have heard the remark "it's just awful the amount of money it takes to keep those children in stockings."

CHIPMAN HOLTON KNITTING CO., Limited

HEAD OFFICE:
HAMILTON, CANADA

MILLS AT
HAMILTON - WELLAND

SUNSHINE HOSIERY
REGISTERED.



ROCK RIB
REGISTERED
Strong as Gibraltar
1 x 1 Rib



HERCULES RIB
REGISTERED
The Limit of Strength
2 x 1 Rib



PRINCESS RIB
REGISTERED
MADE TO AND **FIT** TO WEAR

MAKE up your mind to have this business for your store. Sell only lines of children's hosiery that you know to be dependable and will stand the wear and tear, the use and abuse this class of hosiery is put to.

If there's any of these brands you do not handle let your wholesale house send you a trial assortment. Do it now, while stocks are unbroken, and ensure your order being sent complete.

MADE BY THE LARGEST MANUFACTURERS OF RIB HOSIERY IN CANADA.

SOLE SELLING AGENTS

E. H. WALSH & CO.

TORONTO MONTREAL WINNIPEG

RESIDENT AGENTS

ST JOHN, N. B. VANCOUVER, B. C.

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.



TRADE MARK REGISTERED

Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.



Handsome Silk Woven LABELS

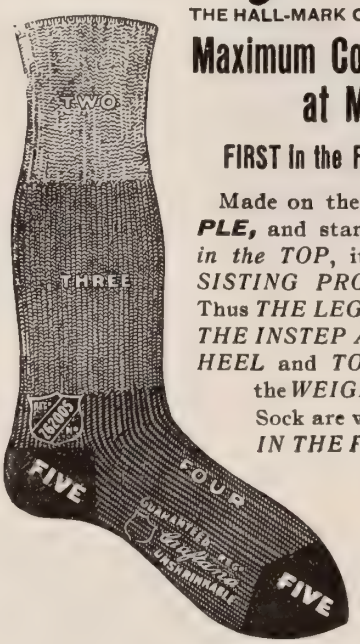
The general public favor the store that is not afraid to own up to the sale of its clothing.

The label shows confidence in your goods, and is a mark of distinction—a real live advertisement for you.

Write for our samples and prices.

Colonial Weaving Company, Limited
PETERBORO', ONT.

"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST in the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
Guaranteed Unshrinkable

THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

Ask Your Wholesaler or Importer for

Hermsdorf Brilliants



—the colored hosiery that combines silk's beauty with cotton's durability. There's extra profit and prestige for the buyers who pioneer this new and beautiful line of imported hosiery.

"Hermsdizing" is the latest—and possibly the greatest—achievement of the laboratory that produced the stainless, washproof and pure black dye for cotton hosiery. Hosiery buyers and hosiery wearers the world over know

The Name That Sells the Stocking

Works:
CHEMNITZ,
SAXONY

Louis Hermsdorf Dyer

American Bureau:
325 West 39th Street,
NEW YORK

Further information, advertising cuts, etc., may be had by addressing American Bureau of Louis Hermsdorf, 235 West 39th Street, New York City.



Alfred Hawley DYER

When buying Hosiery ask for

HAWLEY'S "HYGIENIC BLACK"

There is no better Dye in the World.

Every Pair Warranted Fast to Washing, Hard Wear and Perspiration.

Works - Hinckley, England.

REPEATS

We are ready to fill Repeat Orders in **"HARVEY BRAND"** Summer Knitted Underwear in Elastic Swiss Ribbed for Ladies and Children.

Also the new **"AIRYWEAR"** Underwear, the lightest and most perfectly ventilated underwear ever made. 500 pores to the square inch. Try it. You will be surprised at the increase in your sales.

Sold only to the retail trade.

Harvey Knitting Company, Woodstock, Ont.

DOMINION BRAND
Pure Worsted Coats



Dominion Brand Sweater Coats are built to satisfy your best trade. Made in the most up-to-date styles, these garments instantly appeal to the fancy of your customers. And the materials built into Burritt Garments receive the same careful attention as the styles—for Dominion Brand Coats are made of only pure worsted yarns, not one pound of cotton being used. Our representatives are now on the road with the Fall and Winter, 1913, range. It will certainly pay you to see them.

A. BURRITT & COMPANY

DOMINION MILLS

MITCHELL -:- -:- ONTARIO

"HEALTH BRAND"

A name that means something to you and your customers.



Health Brand Underwear

satisfies the most exacting wearer and yields you a good profit.

In Pure Wool, Wool and Cotton Mixture, and Cotton. All sizes for Men, Women and Children.

How is your stock NOW?

Greenshields Limited

Montreal

Worn by the Best People

Sold by the Best Dealers.

"CEETEE" UNDERCLOTHING

PUREST WOOL ONLY — UNSHRINKABLE

The C. Turnbull Co. of Galt, Limited, GALT Ontario

Manufacturers of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

WE frequently have requests from Merchants asking if they can secure cuts shown in the Editorial section of "The Review."

These cuts can be secured at less than actual cost if applied for immediately after each issue to

Engraving Dept.
DRY GOODS REVIEW
Toronto

HOSIERY and TEXTILE BINDER

ACME NO. 30



A simple, inexpensive, foot power machine for attaching tickets to hosiery, underwear, or for any kind of ticketing or swatch binding.
It uses a fine, wire pointed staple. Will not injure the finest fabric. Staple can be easily removed from garment. Holds 250 staples and is easily and quickly loaded. Staples packed on tin cores, 10,000 staples to a box, in three sizes:

No. 30, ¼ in.
" 31, 5/16 in.
" 32, ⅜ in.

Write for samples and prices.

Walter Williams & Co.
525 ST. PAUL ST., MONTREAL
and
20 WELLINGTON ST. W., TORONTO

"CEETEE"
UNSHRINKABLE
UNDERCLOTHING
PUREST WOOL ONLY
The C. Turnbull Co. of Galt, Limited
Galt Ontario

Worn by the Best People
Sold by the Best Dealers.

Manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

Textile Soaps
A SPECIALTY

THIRTY-FIVE years' experience in the manufacture of textile soap in England and in Canada.

Send for Samples and Prices

LONDON SOAP CO.
(A. G. Phillips, Prop.)
LONDON, - ONTARIO

Constructive Criticism of an Advertisement

How an ad. could be improved—The importance of sufficient white space—Heading and firm name should be given plenty of prominence — Featuring leaders.

IT IS probably true that no piece of advertising copy was ever prepared in which no fault could be found. It is not difficult, therefore, to pose as an ad. critic. The constructive part is infinitely more difficult than the destructive role when it comes to advertising—and in everything else for that matter. Nevertheless, it is through criticism that the ad. writer can find the faults in his work and avoid similar mistakes; so that constructive criticism becomes both valuable and necessary.

On the opposite page is shown an advertisement selected from a number of dry goods ads., for purposes of analysis and reconstruction. It was not selected because of any particular faults; on the contrary, it was one of the best of the lot. It was out of the ordinary run, however, being modeled on lines which are to an extent unique and it presents an opening for a discussion on a number of important points.

To begin with, the ad. in question has very many good points and it is undeniably striking. The unusual shape for one thing, made it stand out most markedly from the advertising matter which surrounded it. The lay-out is practically the only feasible one in an ad. of such proportions. The ad. writer had prepared his copy carefully. What faults are to be found are largely typographical.

A suggested rearrangement is also shown.

It will be noted that in the reconstructed ad. the heavy border has been replaced by a double line border and the inner panel around the type matter has been discarded. The result is a noteworthy gain in white space. The matter "stands out" with double prominence. Few ad. writers appreciate the full value of white space. It has become an obsession with many, in fact, to get as much matter into an ad. as possible, filling every corner and crowding type on type until the eye rebels at the task of reading. The original ad., in this instance, had been admirably planned to give a spacious margin, but the use of the unusually heavy border and the introduction of the inner panel defeated the purpose.

The next point is the change in the heading at the top and the firm name at the bottom. The ad. as it stood was indeterminate at top and bottom, bulky in the centre. The opening announcement, as a result, was far from prominent, failing utterly to arrest the eye; while the firm name had literally "retired into innocuous desuetude." Beneath the heavily balanced body of the ad. the firm name appeared to shrink from publicity.

This fault has been remedied in the reconstructed ad. The heading has been played up in stronger type and the introductory matter has been set in 18 point instead of the 10 point in which it originally appeared. The result is an infinitely better balance throughout the ad. and a gain in strength where it was most needed.

One other change of some significance is in the panels introduced. The idea here was to pick out one line in each department and feature it as a leader. This has been done by putting the quotation in a panel beneath each list, thereby making it distinct and prominent.

A change also was made in the prices, the figures being changed from black to light face. As they stood, the prices dwarfed the names of the articles offered, a development far from desirable.

Parcel Goods Properly

ONE OF the first lessons for the new clerk in the store is the proper parcelling of goods. No one wants to carry an ill-arranged parcel along the street. The particular customer, too, will often judge the dealer by the sort of parcel he delivers.

Hundreds of customers scarcely ever see the interior of the stores at which they deal. They do their shopping by phone. They have no way to tell the character of the store or of the dealer, but through the deliveryman and the parcels. If a poorly wrapped and poorly tied parcel is thrown inside the door, a feeling of distrust toward the merchant naturally arises. If the same carelessness continues to be shown, the dissatisfaction will gradually grow until the climax is capped by some glaring case. The loss of the customer is the inevitable result.

The proper wrapping of parcels may seem to be an insignificant thing, but if carelessness in this regard loses but one customer a year, it means a considerable loss.

A point to be borne in mind is that it is important to win the trade of the bride at the outset. The bride of to-day is the steady customer of to-morrow, not only in housefurnishings but in every department of the store.

A Specially Planned Ready-to-wear Week

This is ready-to-wear week at the big store and we are devoting our entire store to a display of all kinds of ready-to-wear garments, see both windows, the show cases, and the ledge for samples of whats new in Dresses, Blouses, Underwear of all kinds, in fact everything in the line of ready-to-wear.

New Blouses

Never have we been able to show such attractive values in all kinds of womens wash blouses, we always aim to clean out this line every season in order to show nothing but new goods.



Print Blouses 75c, 1.00.

Gingham and Chambray Blouses 1.25 and 1.50.

White Blouses 1.25, 1.50, 1.75, 2.00, 2.50.

Net Blouses in Cream and Black 3.50, 3.90, 4.50, 5.50.



Dresses of all Kinds

From the plain housedresses of 1.25 to the finer street dresses (no two alike) we have a splendid range to show you.

Print House Dresses $1.25 1.50 1.75.

Finer House Dresses $2.25, 2.50, 3.00.

Pretty Street Dresses in white and colores $3.50, 4.00, 4.25, 5.00, 6.00, 7.00.

Underwear of all Kinds



Corset Covers at 30c, 40c, 50c, 60c, 65c, 85c.

Drawers at 35c, 40c, 45c 75c.

Combinations at 50c and 75 cents.

Underskirts at 1.00, 1.25 1.50, 2.25.

Night Gowns at 1.00, 1.25 1.50, 1.75, 2.00.

Vests, short, sleeveless or long sleeves 15c, 20c, 25c, and 35 cents.

Childrens Aprons and Dresses

Childrens Print Overall Aprons 50 cents
Childrens White Overall Aprons 40 cents.
Childrens White Dresses 90c, 1.00, 1.25, 1.50, 1.75.
Childrens Colored Print Dresses 1.00, 1.25, 1.50, 1.75

Boys blouses and wash suits

Boys Print Blouses 40c 65c 75c
Boys Wash Suits 1.00, 1.25, 1.50.
Boys Scout Suits 2.00

McIntyre & Castell

A Specially Planned
Ready-to-Wear Week

THIS is ready-to-wear week at the big store and we are devoting our entire store to a display of all kinds of ready-to-wear garments. See both windows, the show cases, and the ledge for samples of what's new in Dresses, Blouses, Underwear of all kinds, in fact everything in the line of ready-to-wear.

NEW BLOUSES

Never have we been able to show such attractive values in all kinds of women's wash blouses, we always aim to clean out this line every season in order to show nothing but new goods.

Print Blouses 75c, 1.00
Gingham and Chambray Blouses, 1.25 and 1.50
White Blouses, 1.25, 1.50, 1.75, 2.00, 2.50
Net Blouses in Cream and Black, 3.50, 3.90, 4.50, 5.50.



A Ready-to-Wear Week BLOUSE SPECIAL

(description) **$1.98**



DRESSES *of all kinds*

From the plain house dresses of 1.25 to the finer street dresses (no two alike), we have a splendid range to show you.

Print House Dresses, $1.25, 1.50, 1.75
Finer House Dresses, $2.25, 2.50, 3.00
Pretty Street Dresses in white and colored, $3.50, 4.00, 4.25, 5.00, 6.00, 7.00.

An Unprecedented Value In Pretty Street Dresses

(description) **$5.00**

UNDERWEAR *all styles*

Corset Covers at 40c, 40c, 50c, 60c, 65c, 85c
Drawers at 35c, 40c, 45c, 75c
Combinations at 50c and 75c.
Underskirts at $1.00, 1.25, 1.50, 2.25
Night Gowns at $1.00, 1.25, 1.50, 1.75, 2.00.
Vests, short, sleeveless or long sleeves, 15c, 20c, 25c, and 35c.



Short Sleeve Vests

(description) **.19¢**

Children's Aprons and Dresses

Children's Print Overall Aprons 50 cents
Children's White Overall Aprons, 40 cents
Children's White Dresses 90c, 1.00, 1.25, 1.50, 1.75
Children's Colored Print Dresses, $1.00 1.25, 1.50, 1.75

Boys' Blouses and Wash Suits

Boys' Print Blouses, 40c, 65c, 75c
Boys' Wash Suits $1.00, 1.25, 1.50
Boys' Scout Suits, $2.00

McIntyre *and* Castell

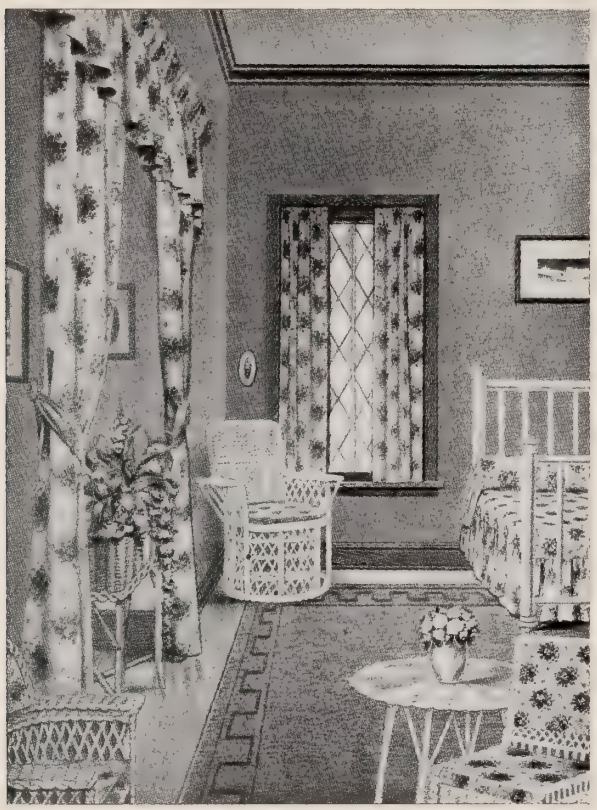
(ADDRESS)

The June Bride's Trade

An effort should be made to push sales in housefurnishings at this season—The importance of this part of a home's equipment.

The present season is an active one in the housefurnishing department. June sees the consummation of a great many of the conspiracies of that arch-conspirator, Dan Cupid. With so many young couples starting out for their journey on what humorists call the perilous sea of matrimony, it follows that there is a big demand for everything needed in the furnishing of a house.

The brides can be expected to show an unusual degree of interest in the "furnishings" of the first home—the rugs, the drapes and the curtains. The appearance of a home is very largely determined by the nature of the curtains, rugs and kindred "accessories." They can make or mar a room. Personal taste is most noticeably reflected in the selection of material and the method of placing. It follows, therefore, that the bride is likely to take a most marked interest in this part of the furnishing of her home.



An illustration of the latest methods of draping and furnishing an apartment.

The housefurnishings department should be featured prominently at the present time. Window displays, advertising and the best efforts of an efficient sales staff should be enlisted to win interest in the department.

FOR 1914

WE now have ready our entire new line of

STAUNTON SUPERIOR WALL PAPERS

When we assert that our line for the coming season is the

"Best Ever"

we are firmly convinced that it shows a marked advance over all past successes.

OUR salesmen start selling the new line West of the Great Lakes on June 16th, and in Ontario, the Province of Quebec and the Maritime Provinces on July 7th.

It is a line specially adapted for the requirements of the general merchant

STAUNTONS LIMITED

Wall Paper Manufacturers

941 YONGE STREET, TORONTO

Every Careful Housewife in Your Town is Eager to Buy

J-M ASBESTOS Table Covers and Mats



The thrifty, intelligent housewives of your community are waiting—yes, *waiting*—for you to show them J-M Asbestos Table Covers and Mats.

And that's all you have to do—just *show them.* They sell on sight. For all careful housekeepers know the wisdom of protecting their valuable polished table-tops from hot dishes and accidents.

Big, quick, easy profits await you. Why not get them? You can't possibly make a mistake putting a few J-M Asbestos Table Covers and Mats into your house-furnishing stock. They'll go like hot cakes once the wide-awake women of your city find out you have them.

Our Asbestos comes from our own mines, therefore we can quote you much lower prices than other houses that have not these facilities. We can furnish you a greater assortment of Asbestos Table Covers and Mats than any other concern. You need not carry a large stock—our Branch house in your section will do that for you and ship you promptly as you need the goods.

We have a special proposition that will interest you. Write our nearest Branch TO-DAY for particulars.

The Canadian H. W. Johns-Manville Co., Limited

Manufacturers of Asbestos and Magnesia Products.

Asbestos Roofings, Packings, Electrical Supplies, etc.

TORONTO MONTREAL WINNIPEG VANCOUVER

1386

Manufacturers and Jobbers

Should bear in mind this important fact, if they desire to approach the retailer who himself practices and believes in advertising, it is obvious that an appeal to him through advertising in "The Review" (the paper he reads) would most likely meet with greater success than any other method.

FANCY GOODS, NOTIONS AND TOYS

Notions a Profitable Line for the Merchant

Special attention to this department pays the smaller retailer — Summer novelties in bags—Buttons a quick selling line — Ball buttons the novelty.

IN MANY stores one way of keeping up the store's takings during the between season's period is to offer extra inducements in the notion and smallwares department. This is taking the line of the least resistance, for women are always open to buy goods of this class when the price is tempting as the articles sold are in constant use.

There is a good profit made on notions and their sale is very profitable and even if the amount of the individual sale is small, the week's total made by the department, if it is properly looked after, should be a large one.

Well assorted stocks, and careful and constant sorting up is needed if this department is to obtain the right reputation and do a proper and profitable business. Nothing turns customers away more quickly than to be told that some small article in general use is not in stock when wanted.

This is the one department where the merchant should have no competition to face from outside sources, as it is an undisputable fact that women would much rather select such articles as needles and pins at home and not incur the trouble, expense and risk of writing to the large city stores for these items.

If she does send away for such articles it is because the assortment offered in the home stores is not reliable and not varied enough, and because the stores do not carry the known standard staples, but substitute articles of inferior quality for them. When notions are purchased, it is as a rule to fill some need, and if a woman can obtain reasonable satisfaction at home she is not going to take the trouble of writing away for goods that she will have to wait several days for.

A first class notion department is one of the best investments a small store can make, and this department is one in which the small store can carry as good an assortment as its larger rival. Goods can be bought in quantities large enough to obtain special price concessions as the element of fashion is not prominent, and, therefore, the stock is staple and does not depreciate, but is constantly in demand and sells without depreciation.

Notions are easy to sell, and the help need not be expensive, as it is more a case of checking small items than of making sales. At the same time it is this littleness in size and price that is the backbone of the notion department for it is easier to sell ten items at ten cents than one at one dollar, and yet the aggregate profit on the ten items is far in excess of the profit of the one.

What applies to notions applies more or less to fancy goods. It is the well assorted stock, the stock that is kept clean and up to date, that brings the business and makes the profitable return.

The tide of fashion has turned in favor of fancy bags. Leather bags are worn, but they are of the envelope variety and are small in size and are of flat design so that they correspond with the desire for the slender figure. Pin seal is a favored leather, but crepe grain cross-grain, Morocco and antelope are all used. In keeping with the prevailing taste for color, these bags come in such shades as cerise, Callot blue, Paddy green, champagne, tan, taupe and grey.

Besides being fitted with a change purse, each bag has card case, mirror and vanity box. The flaps as a rule are metal edged and the handle is formed of a leather strap. The latest bag novelty is the white kid bag embroidered in Bulgarian designs and colors. These bags have gilt frames and are lined with moire in such colors as Royal, Saxe, Nell rose, Paddy green or brass. For smart occasions, beaded bags, either with a metal frame or in the round shape gathered in at the bottom and finished with a tassel while the top is drawn together with a cord are the most frequently met with shapes. Patterns are decidedly early Victorian and are chiefly floral designs on solid bead grounds of either black or white crystal beads.

Moire is coming into favor for bags. The bags are small and the material is gathered into a fancy metal frame and often the bottom of the bag has the addition of a beaded fringe.


No. 390

"RITE" SPECIALTY CO.

35-37-39 West 36th Street

NEW YORK


N . 384


No. 987


No 2617

Originators of the liveliest line of Infant Novelties in the country.

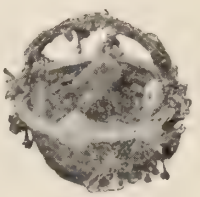
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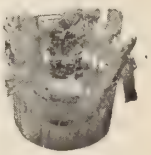
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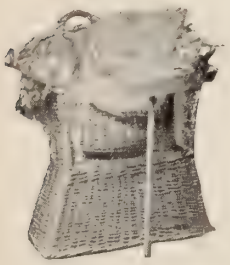
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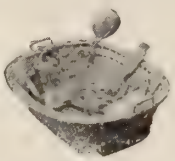

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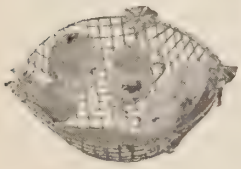

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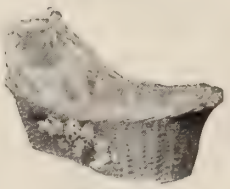

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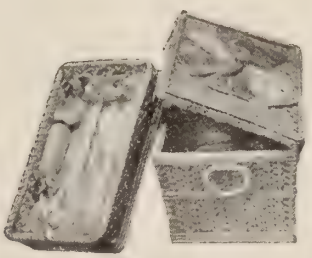

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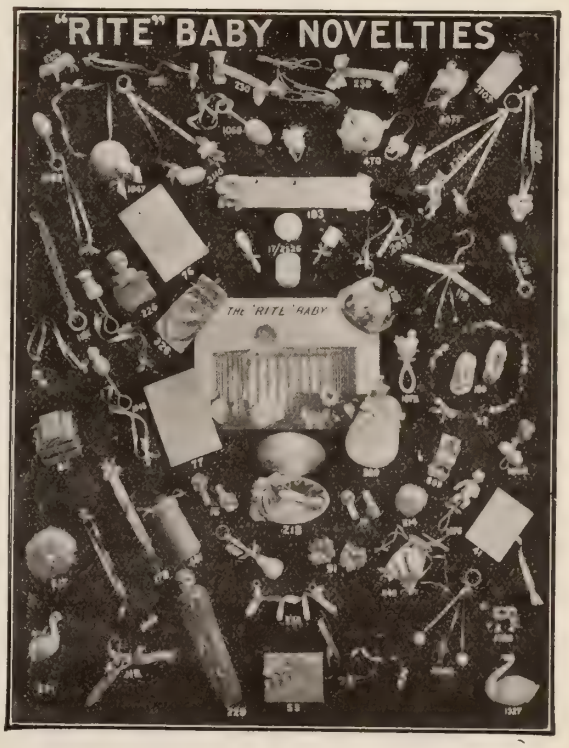

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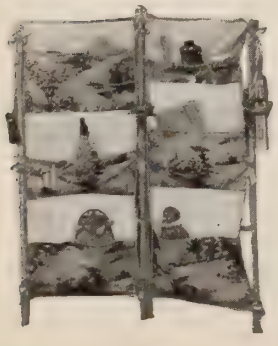

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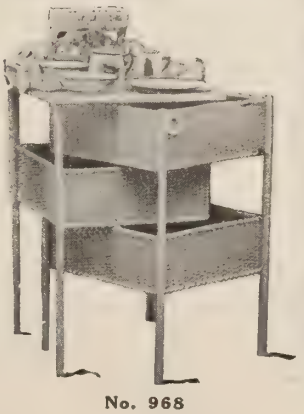

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In art needlework the summer novelty is the use of Bulgarian patterns developed in such colors as strong green, Persian blue, vivid red, and orange outlined with black. Patterns in these colors are showing for shirt waists, but it must be confessed that these goods sell slowly as they do not appeal to the Canadian taste. Collar and cuff sets stamped upon natural colored linen or white poplin in Bulgarian colors are selling well, and the runners tea-cloths, centre pieces and cushions are selling as a novelty.

Buttons are a quick selling line at the present time, as they form the smartest of trimming garnitures this season. Many bright colored buttons are selling, but the big demand for Summer wear is for white buttons. Ball buttons made of ivory, celluloid, or galalith are in high favor, the sizes wanted ranging from the size of a large marble to that of a pea being the best sellers. The same shape in French pearl is also very fashionable, but the supply is not equal to the demand. Crochet buttons in all sizes are good and there is a very fair demand for crystal buttons not only in white, but in colors. Rhinestones are popular, and where price is not prohibitive, pearl buttons sell freely.

For all dress occasions, the flashing Rhinestone bandeaux are in evidence. The newest bandeaux are of white metal and are set in tiara effect and a further adornment is the marabout aigrette. Just the single aigrette stands straight up in front in Eastern fashion or it is worn jutting out at an extremely acute angle at the side. Some of the new bandeaux seen in Paris remind one of an Indian's feather headdress, for the feathers stand up straight all across the front of the head. This style is too extreme for Canadian taste, but is mentioned to show how very fashionable the bandeaux and aigrette is at the present time.

Summer selling in the art needle work department is confined largely to stamped goods, that is to articles of wearing apparel that can be decorated with hand-worked embroidery patterns that are effective, and which do not require too much effort to work them.



BEAUTY! QUALITY! CLEANLINESS!



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A GOOD SUMMER SELLER

The fact that the Naiad is thoroughly hygienic, being easily and quickly sterilized by immersing in boiling water for a few seconds only, makes it the most desirable shield for summer wear. See that you keep well stocked.

"Naiad" sounds the highest note of Progress in Dress Shields."

Every pair guaranteed.
Samples free.

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Sole Canadian Manufacturers

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H. & J.



H. & J.

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In German Silver.
Unbreakable and Ring Mesh.
ALL SIZES.

In a large variety of Engraved, Cut Out and Engine Turned Frames.

At Absolutely the Lowest Prices.

Samples on Request—Quick Deliveries

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Latest Novelties

in Cloak and Suit Trimmings, viz : — SILK FROGS with plush and fur effects, also with Bulgarian effects. BELTS and GIRDLES.

BRAIDS, CORDS, FRINGES, LADIES' NECKWEAR, FRILLINGS.

The

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Limited - - MONTREAL

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The MacLean circulation organization is the largest organization of its kind in Canada. It is composed of the highest priced circulation men in Canada—the best salesmen of the country, many of whom got their first training while acting as local representatives.

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PUREST WOOL ONLY — UNSHRINKABLE
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Manufacturers of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

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Model A Price $20.00
The Standard Air Brush of the World
Show-Card Writers and Window-Trimmers cannot afford to be without one.
Send for Catalogue C-79.
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ONE inch space in this Department will cost you $25 for 12 insertions.

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The Bing's Miniature Railway System
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BROCK & PATERSON LIMITED
ST. JOHN, N.B. HALIFAX, N.S.
The Wholesale Millinery and Fancy Dry Goods House of the Maritime Provinces.
MAIL ORDERS OUR ESPECIAL HOBBY

LARGEST MANUFACTURERS
Artificial Flowers, Plants and Vines, Window Decorations, Japanese and Chinese Decorations, Papier Mache Novelties, Electric Lighted Flower Bushes. Write for our 104 page Catalogue. It's free for the asking.
The Botanical Decorating Company
(Incorporated.)
310 Fifth Avenue, Chicago, Ill.

Condensed Advertisements

AGENCIES WANTED

ENGLISH FIRM OF MANUFACTURERS OF Hair, Hair Goods, Hair Nets, as used by high-class hair-dressers and stores, desire to arrange a Canadian agency on commission with established sound house who has a good connection in the trade for Toronto, Montreal and district. Arrangement for stock to be kept in Canada would be made. For further particulars, write to Box 97, Dry Goods Review, 88 Fleet Street, London, England.

WELL KNOWN AGENT IN MANCHESTER, buying for New York, wants Canadian buying agency—all classes textiles:—Canada, c|o Ashburner's Agency, Market Street, Manchester, England.

FOR SALE

FRESH, CLEAN, STOCK OF SHOES AND Men's Clothing and Furnishings in growing village of Courtright on St. Clair River. Write J. T. Locke, The Ark, Corunna, Ont., for information.

FOR SALE—CLEAN STOCK OF GENERAL dry goods; cash business, doing $70,000 yearly, net profits $45,000 in six years. Good live manufacturing town in one of the finest agricultural districts. Address Box 7, Dry Goods Review.

OPPORTUNITY IS NOW OFFERED TO purchase the stock and goodwill of G. L. MacKay, Limited, ladies' costumers, Regina. Excellent stand, and one of the best equipped stores in the West. Good lease and reasonable rent. Apply to G. L. MacKay, Ltd., 495 Yonge St., Toronto.

MISCELLANEOUS

TURNER'S NATURAL COTTON BOLLS FOR decorations and souvenirs are unexcelled. Write for booklet and reduced prices. Samples postpaid, dozen, 40c; half dozen, 20c; 2 for 10c. James H. Turner, The Cotton Boll Man, Carrollton, Georgia, U.S.A.

ORDERS WANTED

WANTED—ORDERS FOR FINEST HAND made Irish Crochet Laces, Insertions, Picot-edges, Beadings, Motifs, Collars, Yokes, D'Oyles, etc. M. Hughes, Scotch Street Bridge, Armagh, Ireland.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

INDEPENDENT CLOAK CO. BUILD NEW FACTORY.

Between Spadina and Bathurst St., is in a fair way towards becoming the leading garment manufacturing section of Toronto. During the past two years many handsome modern fireproof buildings with all the latest modern improvements have been erected by different firms. The latest addition is the large six-storey brick and stone factory erected by the Independent Cloak Co., at 579 to 585, Richmond St. West, on the corner of Bathurst St. just below Queen. This factory has every modern convenience and appliance needful in the garment manufacturing business—large airy, well-lighted factory and cutting rooms, and spacious showrooms and offices afford every facility for the transacting of business in a comfortable and expeditious manner.

DOMINION TEXTILE ANNUAL MEETING.

Montreal, Que.—The Dominion Textile Co., Ltd., held their eighth annual meeting, May 26th, when the report of the directors gave the results of the operation of the business of the company for the year ended March 31st, 1913. President C. B. Gordon, presided.

The financial statement showed the profits for the year to have been $1,230,705.92. To these profits have been added the dividends received from the Dominion Cotton Mills Co., Limited, and the Merchants' Cotton Co., amounting to $120,424, in all $1,351,129.92, and after paying interest on bonds, preferred and common dividends, and rental of the Dominion, Merchants and Mount Royal Mills, there is left a surplus of $149,723.26, making the total at credit of profit and loss account on the 31st March, 1913, $779,958.92.

This was considered by the directors a very satisfactory showing, when taking into consideration the high price paid for raw cotton and the steady advance in wages and

general expenses. The company is now paying out in mill wages the sum of $350,000 per annum over that paid three years ago, although the working hours have been considerably reduced.

Sales for the year amounted to $9,824,101.56, compared with $9,038,-463.64 last year, an increase of $785,637.92.

The company has in operation 10,237 looms, 459,786 spindles, and employs 7,500 hands.

During the past year a new mill has been erected at Magog, adjoining the present Cotton Mill, which contains an additional 500 looms. This addition to the plant is required for manufacturing grey cloths for use in the print works, owing to the increased demand they are now receiving for their printed goods. The power to operate the machinery in this new addition is being supplied by the electric power plant erected recently and owned by the town of Magog.

At the Mount Royal Mill an additional 300 looms have been erected during the past year, and they now have a total of 1,800 looms in full operation at that mill.

An extension to the St. Anne's Mill, Montreal, is now being constructed, which, when completed, will increase by 50 per cent. the output of that mill.

It was reported that all the shares of the Merchants Cotton Company had now been turned in and a deed of mortgage and hypothec registered against the property and plant in favor of the Royal Trust Company, trustee, making the "B" bonds of the company a first mortgage bond.

The report was adopted and the board of directors, which consists of nine members, were re-elected as follows:—C. B. Gordon, H. S. Holt, Hon. Robert Mackay, J. P. Black, D. Morrice, G. A. Grier, John Baillie, C. R. Hosmer, Capt. D. C. Newton.

At the special general meeting of shareholders, held immediately after the annual meeting, a by-law was confirmed and ratified fixing the number of the members on the board of directorate at nine.

DIVIDEND DECLARED.

The first annual meeting of the Harvey Knitting Co., Limited, was held at the head office in Woodstock, recently. The company made an excellent showing for the first year's business. A dividend of 7 per cent. was declared on the preferred stock to the end of March 31, and will be payable June 10.

To maintain the output and add additional machinery, preferred shares are being offered the shareholders in proportion of one share for every two held. The following directors were re-elected:—E. W. Nesbitt, M.P.; K. W. Harvey, Wm. Barrowclough, Woodstock; John Campbell, St. Thomas; Stanley Mills, Hamilton; T. B. Escott, London; E. B. Thompson, Toronto.

J. and G. Garments Co., have removed from 177, Bathurst St., to 551, Queen, W.

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WE WANT A MAN
Do You Measure Up?

¶ "The Review" is anxious to secure, for the Editorial Department, a practical dry goods man who understands the business both from the selling and buying end, and has had experience in the management and advertising of a retail dry goods establishment. Experience in men's wear is also desirable. We have a good opening for the right man and the position offers splendid prospects.

¶ None but an A1 man will be considered, as "The Review" has a reputation for authentic and authoritative information which must be maintained. If you are the man, write today, addressed to the Editor, stating your qualifications, age, experience, and salary expected.

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Publication Office: 143-149 University Ave., Toronto.

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Dry Goods Review

Published Semi-Monthly

VOL. XXV JUNE 18, 1913 No. 12



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Publication Office: 143-149 University Ave., Toronto.

DRY GOODS REVIEW

The Recognized Authority on the Canadian Dry Goods Trade

Vol. XXVI. TORONTO, JUNE 18, 1913 No. 12

LEADING ARTICLES

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A More Optimistic Feeling Now General.

Early Closing Movement Gaining Ground.

Welfare Work in Canadian Stores.

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The Display Man's Part in Half-Holiday Sales.

Brilliant Colors are Indicated for Fall.

The Latest Ideas in Summer Coats and Gowns.

The New Casque Has Puffs or Curls at Side.

The Valance as a Part of Window Equipment.

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The Terms of the New Parcels Post Measure

Local zones have been made to protect retailers from the competition of the mail order houses—Rates have not yet been fixed—Explanation of measure in speech of Postmaster-General delivered in Commons.

THE ANNOUNCEMENT that a Parcels Post measure had been introduced in the House of Commons and been carried came as a surprise to the commercial interests of Canada. A few days previous to the introduction of the measure, a dispatch had been sent out from Ottawa and published broadcast that there was every likelihood of the matter being left over until next session. However, the fact that the federal powers intended to act was demonstrated when the Postmaster General, Hon. Mr. Pelletier, introduced the bill in the House. Considerable discussion ensued, the measure finally being carried.

The terms of the new act were briefly explained in last week's issue. It is impossible as yet to explain all details as the Government was not in a position to give out explicit information. Rates have not yet been decided. The only information available is contained in the address of the Postmaster-General in introducing the measure before the House. His speech accordingly is reproduced in full:—

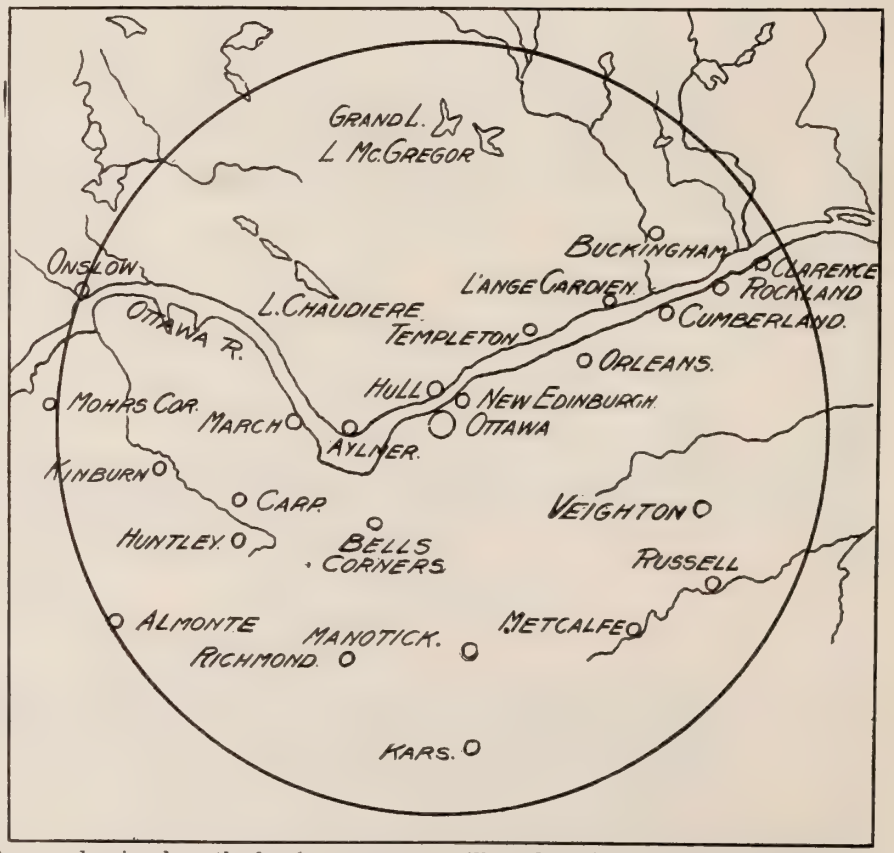
Mr. Pelletier.—The subject matter of this legislation has been under the consideration of the Post Office Department for quite a long time. My officers, as well as myself, have devoted a good deal of time and attention to it, having in view the idea that the time had come for Canada to follow the example of nearly all civilized countries and to have a regular system of parcel post. The bill now before the House is the result of that work; it is short, and speaks for itself. We have now on the statute book legislation which has been there for some time, and which relates to parcel post; this legislation is to be found in the Post Office Act, section 74, I wish to read this section in order to show the committee that the bill which is now under consideration does not contain any provisions exceeding the powers which are now vested in the Postmaster-General of Canada.

The Postmaster-General may establish and maintain a parcel post within Canada, and may arrange with the Government of the United Kingdom, any British possession, or any foreign country, for the reciprocal receipt, transmission and delivery of parcels; and closed parcels, other than letters, and not containing letters, may be sent by such parcel post, and when so sent shall be liable to such charges for conveyance and to such regulations as the Postmaster-General, from time to time, sees fit to make.

The Postmaster-General, therefore, now has under the law the right to fix those rates. The bill provides that the weight of the parcel shall not exceed eleven pounds which is the postal union weight, and that it shall not be greater in size than seventy-two inches in length and girth combined. The fourth section provides that all charges for the conveyance of parcel post must be prepaid in postage stamps. Section 5 says:

The rates of postage applicable to post parcels shall be determined by the Postmaster-General, and all powers which the Postmaster-General now has with regard to mail matter are hereby vested in him for the parcel post system.

This, as will be seen is practically a re-enactment of the provisions to be found in section 74 of the



A map showing how the local zone system will work. The zone around Ottawa is here shown. A special rate would apply to all places within the circle.

present Post Office Act. The bill moreover provides for the appointment of two supervisors or inspectors, who will have to help us to put the law into operation. In the last section of the bill we have provided that the Act shall come into force on a day to be fixed by proclamation of the Governor in Council. This is on the lines of the legislation adopted by the United States, wherein they declared that the law should come into force at a late period; as a matter of fact it came into force on the first day of January of the present year.

We have tried to follow what we have considered to be the best features of the United States system. Other features of that system, while I shall not say that they are bad, have not been adopted, for obvious reasons. We are going to adopt the zone system, but not on the same lines as the system at present in vogue in the United States. In order to be well understood, let me state in a few words how the zone system is working in the United States. There they have eight postal zones, although we may say that they really have nine. What I would call the ninth zone is their rural mail system, to which a special parcel post rate applies. We have been unable to adopt this principle, because our rural system is not sufficiently complete. Their zones have been fixed as follows: The first zone includes all territory within such quadrangle in conjunction with every contiguous quadrangle, representing an area having a mean radial distance of approximately fifty miles from the centre of any given unit of area. The following six zones are determined under a somewhat similar plan, each one increasing in distance from the centre of a given unit of area, and extending outward 150, 300, 600, 1,000, 1,400 and 1,800 miles, the eighth zone including all units of area outside of the seventh. Instead of using townships and counties as units of starting points, it was decided to divide the whole country into block of units, each block being half a degree of longitude east and west. There are 3,500 of these units in the country. This is an admirable but a most complicated system which necessitates a great deal of knowledge and a great deal of work in the part of local postmasters, in order to ascertain what rate shall be charged for this, that or the other parecl.

We have thought it much more convenient to adopt the zone system on an absolutely different footing. Instead of taking any place in the country, as a point around which a certain line shall be drawn to form a zone, we are going to call the provinces the zones, with the exception of the three Maritime provinces, which will be for the purposes of this parcel post system, one province or one zone. The other provinces of Confederation will each form one zone. This, I think, will appeal to the committee as being much more workable and much more easily understood than the complicated zone system of the United States. We intend to have a local zone, somewhat similar to the rural mail zone of the United States, but not on the same principle. We intend having a twenty-mile zone irrespective of provincial boundaries. For instance, Ottawa and Hull will have a right to enjoy the rate for that local zone irrespective of whether the mail matter is posted in one province or the other. That will be the first zone, and it will be given a cheap rate. This is done in order to give the legitimate dealers and country merchants who have a right to send parcel post to their customers at a lower rate than people farther away, such as Eaton's, of Toronto, and other big departmental stores all over the country. I met a deputation of the Retail Merchants' Association who came here in order to oppose this measure and to try to persuade me that we should not go on with it. After discussing the matter and explaining different points, they went away saying that not only had they no more objection, but that they were satisfied with this bill. This is the only exception in which provincial boundaries will not be considered. Outside of that, there will be a rate within the province, but outside of the twenty miles. The third zone will be outside of the province, and so on until we have reached all the provinces. When we have attained a certain limit, the province of destination will not be counted as a province for the purpose of this bill.

It must be understood that the Post Office Department does not intend to operate the parcel post system at a loss. I want to have it distinctly understood that we intend to run it on business principles. I am sure that we can do that with cheap rates, and at the same time have the system self-sustaining. If I am not disappointed, I think we may proclaim this law for the first of January, 1914, maybe before. There are a great many obstacles which we have tried to meet, and which I think we have met, but there are some in the way. We have to consider the position of our mail carriers, who now receive a certain remuneration for their work, and possibly, if the mail matter which is given them for transportation is very much increased, we may expect to be told that the former rates have ceased to be fair and reasonable, and we may have to increase them.

Another objection in the way is that many of our rural mail boxes are going to be too small for parcel post. This is a big obstacle. We have considered what we would have to do in that respect, and, of course, there are several things to be thought of. The farmer who has a box might be disappointed if he had to purchase a bigger box. We shall have to devise some means to meet that situation.

Mr. Proulx.—The department might do as they do with registered letters—put a notice in the box that there is a parcel.

Mr. Pelletier.—We have thought of that. Somebody has suggested that the farmer who wants to keep his box as it is, and for which he has paid, should himself put a wooden box or something near the other box, where the parcels might be deposited. At all events, we will see what can be done about it. I was very much afraid that our space in the post offices of the country would not be sufficient. Judging by the experience of the United States, we have come to the conclusion that there is no great obstacle there, because even where there is very heavy parcel post matter at different points, it is found that the parcels come and go so quickly that the space required is quite moderate. In certain localities, however, the question of this space will be a very important one, which we will have to deal with between this and the time the bill comes into force.

Another important feature is the arrangement that we shall have to make with the railway companies for the transportation of our parcels. There is now between the Post Office Department and the different railway companies a good deal of discussion, I shall not say friction, about the amount which the railway companies now receive for the transportation of the mails. I may say that the quantity of mail matter which is being taken care of by the different railway companies has increased enormously. This is due not so much to the increase in the number of letters as to the increase in the volumes called newspapers which are published. We have sometimes been obliged to have special cars added in order to take care of that part of the mail matter. Our friends, the owners of the newspapers, are enjoying a rate which I think we can not call a rate, because it is only a nominal price, one-quarter of a cent. It is only in Canada that such a rate exists. We shall try to deal with this question at the same time that we make arrangements with the railway companies for the parcel post. We may be able to come to a satisfactory conclusion on the two points. At one time, these difficulties seemed insuperable—these and others which we have settled, and to which I did not refer. Those which have not been settled will have to be met and dealt with, because Canada is bound to have parcel post. Many suggestions have been made to me, and some people have been very insistent that we should have a flat rate for the parcel post. I must say that I am absolutely opposed to that. I believe it is of absolutely no use to try it.

I am now going to give the House a few reasons which I think will appeal to everyone as business-like. In the first place, it is necessary, in order to protect the country merchants from being swamped by departmental stores and big city concerns, that a route of certain mileage and special rate should be granted from the different towns and villages throughout the country. It is, therefore, proposed to give a specially low rate for a radius of twenty miles all around said towns or villages, so that goods may be sent from the rural or town merchants to their customers in the surrounding country. This rate will be low so as to make it impossible for it to be applicable for all points within any one province, let alone on anything passing from province to province throughout the Dominion. Therefore, this alone will necessitate two distinct rates, which fact makes against the granting of a flat rate.

The argument has been advanced that inasmuch as Great Britain and other European countries have a flat rate, Canada should have the same thing, but the different conditions existing in Canada as compared with England and other European countries must be pointed out. The British Isles have an area of 121,390 square miles, as opposed to an area in the province of Ontario alone of 260,862 square miles, and as opposed to the Dominion of Canada in its entirety of 3,907,000 square miles, and in this small space, less than half the area of the province of Ontario, there is a population of 44,000,000 of people, as compared with 2,500,000 in the province of Ontario, or roughly speaking, a population of 7,200,000 in the whole Dominion. The conditions are, therefore, entirely different. In England you have thickly congested rural districts, large towns every few miles, and tremendous cities; in Canada you have a population of less than 8,000,000 spread over a vast area, with few cities or large towns, and with vast spaces that must be traversed where no population exists. The conditions in England and other European countries are absolutely favorable to cheap parcel post, whereas in Canada, owing to small population, vast distances and other reasons already pointed out, the conditions at the present time are the least favorable for parcel post that could possibly occur. The United States, where physical conditions, area, etc., are similar to those of Canada, present a much more favorable ground on which to make comparisons, and the United States now, when it has a population of 90,000,000 of people, an immense postal revenue an enormous number of large towns and thickly populated rural districts, in granting this boon to the people has found it necesary to adopt the zone system. If the United States with its immense population and revenue and favorable conditions could not afford to give a flat rate, it would certainly be much more impossible in Canada, where the population is only about one-twelfth that of the United States and the revenue only about one-twentieth, to do other than the United States has done. As a matter of fact, the system which is now being introduced in Canada gives a flat rate within the confines of each province in the Dominion. In other words, we are giving, as compared with that in which England, a flat rate in an area twice as great as Britain gives parcel post, and where all the conditions

as regards population, cost of transportation and labor are much less favorable than in Britain.

An argument that is very often used in favor of a flat rate is that letters are carried from the Atlantic to the Pacific at the same rate as is charged for one mile, and that if it is possible to carry letters at a two-cent rate from coast to coast, it would be quite possible to carry parcels at a similar flat rate, and at a much lower charge than is now made. In considering this argument it must be taken into consideration that the price paid for the carriage of letters even at the two-cent rate, is much greater per pound than the price paid on parcels, and to give a flat rate on parcels it would be necesary to have a minimum charge much higher than the public would be prepared to pay and much higher than the charges which it is intended to make. Moreover, the Postmaster-General has the exclusive monopoly of sending letters, and, therefore, gets the carriage of them all; in other words, gets the long as well as the short haul. But this would not be true regarding parcels, as he has in no sense the exclusive monopoly of sending parcels, so that the result would be, if a flat rate were fixed, that it would be quite possible for public carriers other than the post office to get the short and profitable haul by reducing the charges on special distances. It might also be observed that the express companies that have carried on business similar to parcel post for a great many years have never adopted the flat rate system, which they would certainly have done if they had found it to their advantage from a business standpoint.

Australia has two rates—one for each State or province, and the other for the rest of the Commonwealth. The lowest rate is 12 cents or 6d for the first pound, and 6 cents or 3d for each additional pound, within each State. The interstate rate, or the rate outside of the province or State in which a parcel is posted, is 16 cents or 8d for the first pound, and 12 cents or 6d for each additional pound. These rates are much higher than those which we propose to charge, and there is a further limitation in the Australian parcel post, in that no parcel which exceeds 3 pounds in weight will be accepted for transmission to any point in the Commonwealth not served by railway, coach or steamboat. No such restrictions will exist in Canada, but any parcel posted at any point in Canada will be transmitted to any other point where there is communication of any kind whatsoever. In considering parcel post from an Australian standpoint, moreover, it must be remembered that practically they have settlement only about one hundred and fifty miles from the coast in extreme cases, that large portions of their country are unsettled and unpopulated, and that the towns along the coast are served by water rather than by rail or long land routes, which makes possible in Australia a very much cheaper handling of parcels than would be possible in Canada. The calculation made by the English statistician, Mulhall, some few years ago in regard to the comparative cost of land and sea service showed the cost on the sea to be about one-twenty-ninth of that for railway service.

The express companies make their charges not on a fixed principle throughout the whole country, but on exigency to suit conditions, where there is competition making a lower rate, and where there is no competition making a much higher rate. This is an elasticity which a Government department, such as the post office is, cannot easily indulge in. To illustrate this elasticity in which the express companies indulge in making their rates, the rate between Montreal and Toronto is one dollar a hundred, and between Montreal and Kingston, which lies half-way between the two cities, it is the same. Between Montreal and Pembroke, which is 100 miles shorter, the rate is 25 cents a hundred higher. Similarly, while the rate between Montreal and Quebec is 75 cents a hundred, the rate between Montreal and Three Rivers, which lies half-way between, is also 75 cents.

The only countries that can possibly be compared with Canada, owing to similar physical conditions and vast distances, are the United States, Australia and Russia, and in all these countries the zone system has been adopted, after careful consideration. South Africa, which is similar in proportions and physical features, has the merchandise rate of one cent an ounce, the same as in Canada, at the present time.

In order to give a flat rate, a high minimum charge would be required, and as the major portion of all parcels are sent to places within the confines of the province in which they originate, in order to give a comparatively low rate to a few people at a great distance, the interests of the people who are by all odds the greatest in numbers where the short haul would take place, would have to be materially sacrificed.

The last point to which I am going to refer is this: What are the rates going to be? That has not been definitely arranged. We shall arrange it in the simplest and most intelligent way possible. We expect that five or six lines placed in the hands of the local postmaster will explain to him the whole situation. We cannot think of giving this boon to the people of Canada for nothing, or practically nothing; it has to be self-sustaining. I have here comparative statements which have been very carefully prepared in the department, and which show the rates now charged by the express companies in the United States and in Australia, and the present rates upon our fourth-class mail matter, which is the one approaching parcel post. This is a very long, tabulated statement, and I do not propose to take up the time of the House at this late period of the session by reading it.

A More Optimistic Feeling Now General

The warm weather has brought the expected increase in business — Dry goods stores are now feeling heavy demand—Collections are reported to have improved considerably recently.

THE PAST two weeks have not brought out any new developments in the business situation except the increased activity provided by the advent of warmer weather. It was the lack of seasonable warmth which had been operating to keep business dull. Consequently, the first signs of real Summer brought about an immediate improvement.

The change was particularly noteworthy in the Western provinces. Retailers felt a perceptible change and Summer lines began to move briskly. Naturally, the increased activity was soon felt in corresponding degree by the wholesalers and manufacturers.

There is no dodging the fact that business has been dull in some respects in parts of the West but the outlook certainly is not as black as some have been inclined to paint it. Dry Goods Review received a letter from a prominent retail merchant in one of the larger Western cities the other day, in which he said, in part: "We hear it said that business in the West is bad but it has not been so with us. Up to the present we have shown from 20 to 30 per cent. increase in all departments over the same period last year." This merchant completed a large addition to his store last year and, with his increased facilities, might have been expected to feel some of the effects of trade dullness, if such dullness existed.

Manufacturers are now inclined to regard the situation in a much more cheerful light. Collections are reported to have improved very much. With the betterment of demand, following on the heels of improved weather conditions, retailers are finding less difficulty in meeting their bills. This is indeed a hopeful sign and evidence of a general improvement in conditions.

As has been outlined before, demand for high-priced goods and novelties which might be classed as luxuries has retained the same ratio to demand for the staples and necessities as is usually maintained. In other words, there has been no evidence of a falling off in the demand for these lines. It cannot be, therefore, that people are beginning to "retrench."



A HUNDRED YEARS OF PEACE.

British Lion: I say, Jonathan, we haven't had a fight for a hundred years!

American Eagle: Bully for both of us, John! Lets have a centenary! By the bye, mighty sorry to lose Bryce! —From the Saturday Westminster.

BASIC CONDITIONS HEALTHY.

Under the caption "Basic conditions are healthy," The Financial Post says:

"In so far as the business outlook is concerned the very best thing, that could happen, is happening. There is a decided tendency to limit expenditure on capital account and to live and conduct business on a more economical basis. During the week investigations carried on by The Post have brought to light a further tendency on the part of the public to dispense with luxuries.

"A contraction of credit is following some undue expansion. Its ultimate effects will be very salutary from a business standpoint inasmuch as it will leave business generally on a much sounder basis. This contraction is being effected without undue hardship and with a business mortality not very serious.

"Though complants of tight money are very general, and as at last week, more pronounced in the West, reports from industries continue to be of a very hopeful character. Even in the West the jobbers report collections as being somewhat better and they are not very much below normal in the Maritime provinces. Some building operations are being held up for lack of money, but it is astonishing that so much building is going ahead and in volume it will equal that of last year. It seems to be quite apparent that some building permits have been taken out in the hope that money would be available and it has not been available. But the permits taken out last year are being implemented to a very great extent during the present Summer. Building supply men state that business with them is satisfactory.

"With factories, tradesmen, railways and shipping as busy at the present time as they were last year there does not seem to be very much ground for taking a pessimistic view of the future. So long, however, as money remains as high-prcied and tight as it is to-day there will not be very much available for capi-

Continued on page 7.

Early Closing Movement Gaining Ground

Striking announcement of new hours made by T. Eaton Co. and Murray-Kay Co., of Toronto—Early closing does not entail loss of business—Some noteworthy instances are explained here.

THE EARLY closing movement is gaining marked headway among the larger stores in Canada. During the first few weeks, two of Toronto's largest departmental stores have made announcements of curtailment in their hours which created general surprise, to put it mildly. The T. Eaton Co. have announced that, during the Summer months, the store will open at 8.30 a.m. and close at 5 p.m., the usual Saturday half holiday being allowed. During the other months of the year, the store will open at 9 a.m. and close at 5.30 p.m. The Saturday half-holiday is being extended into September.

The Murray-Kay Co., who have been opening their store at 8.30 for some years, announce that during the Summer months, they will open at 9 a.m. and close at 5.30 p.m.

When stores of such size can afford to curtail the time that they are open to the public, it is indeed strange that the smaller stores in so many cases have not done the same. There are still thousands of dry goods stores in Canada which open at 8 o'clock in the morning and close anywhere from 9 to 11 o'clock at night, these rigorous hours being maintained through the sweltering Summer heat as well as during the Winter months. The small dealer who sticks to the old hours will say: "It is all very well for a big store like Eaton's to close early. They can afford to do so. I can't." Judging from an unbiassed standpoint, one would be inclined to say that the shoe is on the other foot. The small dealer could more readily afford to close his store early than the big store where sales run well up into the tens of thousands every hour of the day.

The one reason why so many dealers hold back from making any change in their store hours is that they cannot get all their competitors to take it with them. If one store remains open, the rest will feel impelled to do so by the fear that the one store will get all the late trade and thus win customers away from them. There may be exceptional cases where this would be the result. It is doubtful, however, if a merchant ever loses anything in the long run when he makes this step, whether his competitors follow his lead or not. On the contrary, he reaps substantial benefits unless it so happens that peculiar circumstances are leagued against him.

In the first place, the public appreciate the courage and humane qualities of the merchant who takes this step. They consider that he has put the welfare of his employees before the desire for personal gain. In tthe second place, the employees give better service during the hours that they are at work.

Here is a case in point. Some few years ago, a department store in one of the larger cities of Ontario considered the problem of closing at 6 o'clock on Saturday evenings. Figures were gone into and it was found that the step would be a radical one. In one department, it was found that the amount of business done after six o'clock on Saturday nights was nearly 30 per cent. of the total week's business. "We will lose the most of that," said one of the executive officers, who was inclined to be skeptical. "Still, we'll take the chance," said the general manager.

The change was made and not from the very first was there any loss in the business done. In the department where Saturday evening sales had been so heavy, the total kept up and scrutiny of the sales records showed that the amount of business done on Mondays, previously a very dull day, had been doubled. The rest of the business formerly secured on Saturday evenings was won back through increases on all the other days of the week. The store has closed at 6 on Saturdays ever since.

Another instance comes to mind which relates to the step taken by a dry goods merchant doing business in a small town. He had been in the custom of staying open until 10 o'clock every evening, a custom shared by all the other dealers in town. Finally, he became tired of the ceaseless drudgery entailed by the late hours and decided to close at 7 o'clock thereafter. He canvassed the other dealers with the idea of making it general but met with no success. Undeterred by this, he closed his store at the earlier hour and permitted his competitors to stay open and wait for the late trade. His business did not suffer one iota; in fact, it has experienced a healthy growth ever since. He is thus able to enjoy his evenings. The competing stores still remain open every evening without gaining anything by so doing.

A More Optimistic Feeling Now General

(Continued from page 6.)

tal expenditure. The action of the government in peing liperal with subsidies for railroad companies should have a good effect. That policy will relieve the business mind of any fears as to the continuance of railroad construction during the coming Summer. As it is there may be some delay in proceeding with the construction of branch lines for which provincial guarantees have been offered but on the main lines

PROGRESSIVE RETAILING METHODS

Dollar Day in Chatham

Chatham, Ont.—The merchants of Chatham, in co-operation with the members of a leading fraternal society, featured a "Dollar Day" as a means of booming business on Saturday, May 24.

Following the decision to close the stores of the city and formally observe Victoria Day on the ensuing Monday, May 26, arrangements were made with a view to advertising the fact that business would be carried on as usual on the Saturday. The fraternal society undertook to arrange for a celebration program, including plenty of athletic sports, band music, and other items. The merchants on their part agreed to advertise special Dollar Bargains for the holiday.

Chatham's Dollar Day was largely advertised, both in the local papers and by other means, and this, in conjunction with the holiday rates on the various railroads, drew a large crowd to the city. Practically all the leading merchants featured Dollar Bargains in their Friday night advertising and in their Saturday window displays.

The consensus of opinion among the merchants appears to be that from a business point of view the experiment was a success, not merely benefiting them individually, but helping to advertise Chatham as a trading centre. "It was one of the best days we have had yet," stated Trudell & Tobey, dealers in men's furnishings; and Wm. Gordon, drygoodsman, stated, "We found it a good thing for our store in particular on Saturday."

A Practical Display

A simple window to exhibit shamrock linen appeared this week in L. Matthews store in Port Arthur. The central figure is a spinning wheel of the type used in olden times to spin linen thread. It is run by an electric motor in the basement and at one end is bunch of carded flax the material from which the thread was spun.

Around this are draped linen goods, table cloths, napkins, tray cloths, and other articles each surmounted by a green shamrock leaf. The color scheme of the window is white and green and the background and bottom is formed of emerald green felt, while above are flags of great Britain.

The window was decorated by J. A. McGregor and is attracting a good deal of attention and has resulted in several sales of linen goods.

A House-Furnishing Sale

This is the season of year when a brisk campaign should be conducted in the housefurnishings department for the sale of camp and Summer cottage supplies. E. B. Crompton and Co., of Brantford, are taking full advantage of the opportunity and are conducting a special sale of suitable lines. The



reproduction of one of their advertisements gives an idea of the prominence which is being given to the housefurnishings department and of the wide variety of lines carried.

Murray-Kay Jubilee

Toronto, Ont.—The diamond jubilee of the Murray-Kay store, which is now announced, recalls to Torontonians of the present day memories of the time when Toronto was little more than a village. The W. A. Murray Co. store was established in 1853, followed in a few years by the John Kay & Son Co.

These King Street houses grew side by side and prospered with the prosperity of the city. They were founded when hoop skirts and long trains were the fashions everywhere, and the proposal to limit skirts to the ankles was regarded with horror and dismay by ladies of fashion. The Murray store has occupied, from the beginning, the same site on King Street East, just east of Yonge. In 1910 the Murray and Kay stores were merged, and the results since have been extremely satisfactory.

Bonus to Early Customers

Calgary, Alta.—Starting on June 4, Robinsons' Limited held a big sale of white goods and white wear of every sort. The event was advertised very liberally but, to increase the interest the following offer was advertised:—

> We will give free to the first twenty customers Thursday morning purchasing $2.50 worth of merchandise.
>
> ONE DOLLAR'S WORTH OF GOODS FOR NOTHING.
>
> Choice of anything in the store, to the value of one dollar. In making your purchase to the amount of $2.50 you are not limited to any particular line, you can buy anything, goods advertised at these sale prices, or anything in the store, as long as your purchase amounts to $2.50 and you are within the first twenty customers—
> You Are Entitled to One Dollar's Worth of any Goods in this Store FREE

Give Magazines Free

Portage La Prairie, Man.—Browns Limited, are giving away copies free of a magazine on "Good Dressing" to all women who will visit their pattern counters.

Strong Selling Talks from Dry Goods Ads.

We won't go into lengthy details regarding the whys and wherefores of the big reductions in the face of the great demand there is bound to be for them. We have a good legitimate reason behind it all, for this lot is composed principally of broken lines. And we don't mind telling you though that this is the lowest price dainty lace insertions have sold for in six months.

Generous buying will show wisdom on the part of all those who attend, and early to-day.—Hudson's Bay Co., Calgary.

* * *

It's beautiful to the eyes to see the soft Summer millinery that we have here for the dressy woman. The graceful drooping shapes as well as the smaller attractive style cannot but hold your attention for some time. Every new feature in the way of trimming has been carefully carried out by the deft hand of the artistic designers in our own work room. Especially Saturday will be shown some of the very newest effects. Prices in this assortment are within keeping of every purse, ranging from $5.00 to $30.00.—Acme Co., Edmonton.

* * *

And we have no hesitancy in stating that we have never been more confident of a generous response to our advertising than we are in this instance, and why we feel so will be patent to every one who visits our store. Not only are the displays of a comprehensive nature and variety that assures satisfactory selection, but new Summer merchandise will be offered at prices that are unequalled for lowness. It is the sale of the season for money saving; and that, too, without sacrificing your own ideas of suitability to mere price economy. Thousands of dollars' worth of seasonable merchandise, bought for its desirability and for as little as ready cash will buy, will be on sale. Smallness of profits, reliability of goods, popularity of prices, money back if you want it—these principles which we apply are the keynote to our success in making our sales so attractive.—Pryce-Jones, Calgary.

* * *

Ribbons fly from the coachman's whip, confetti strews the doorstep—June has come dancing on to the stage, hand in hand with Hymen. And the practical upshot is that a great many people wonder what they shall choose by way of wedding presents. Let us offer a few suggestions, then—a few suggestions anent some charming little gifts in sterling silver that are to be found in the showcases along the northeast wall on the Main Floor. Any of the following pieces would serve delightfully in this capacity.—T. Eaton Co., Toronto.

Welfare Work in Canadian Stores

The importance of drawing employer and employee together is being recognized—Greater efficiency is secured by increased co-operation—Shorter hours serve as a distinct aid to increased efficiency—Large stores are shortening hours.

In these days of keen competition store service is what often represents the difference between success in retailing and flat failure. The store itself has been improved by the providing of various conveniences for customers, and now that this work has gone, as far as good policy dictates, the tendency is towards working more seriously than ever with the employees. Welfare work is being undertaken by all the more ambitious stores, and the change is in favor of better treatment rather than increased exactions.

This does not mean that efficiency no longer counts, but that an even higher plane of service is looked for, but the requisite discipline is maintained and the increased efficiency is brought about by the increased interest the store takes in the employee, and the extra pains taken to promote his or her comfort. Also instead of reprimands, fines, etc., the staff is instructed and interested in the business.

The modern store management is striving to produce as well as to retain capable and trustworthy help, and the new truth that is being preached is that this problem is one that cannot be overcome by the mere offering of more dollars and cents. No chain is stronger than its weakest link, and that, therefore, the personnel of the sales force which forms the connection between the management and the store's customers is most important. No matter how good the buyer is, how sound his judgment, or how good the values he offers; no matter how attractive the advertising, or how cleverly the window and interior display are arranged, it is the sales force that completes the circle and finally clinches the business. Also it depends largely upon the sales force as to whether all the efforts made by buyers, trimmers and other sections bear fruit or are finally wasted. The sales force can be truly said to represent the store to the buying public for they alone meet customers face to face, and every dollar taken by the store passes through their hands.

Customers usually judge the store by the selling force, other points being equal, and, if their services, are not satisfactory in most cases, the store gets the blame, and no doubt there is a strong element of blame in not placing it, for the management is responsible for the stores policy and atmosphere. Merchants who are up-to-date are striving by various means to advance the status of the selling force—not in the old way by means of fines and reprimands, but by making conditions under which the work is done less irksome and by giving instruction that tends to arouse intelligent interest in the business. In short the new way is to show more consideration for the comfort of employees, and by making them feel their responsibility as business getters. Instead of keeping the relationship between the management and the help as distant and as remote as possible, there is now substituted a feeling that there is a community of interest, and a joy in doing good work, and a pride in the store that puts the relationship between the help and the management on a different plane.

If help and encouragement is given, it is only human nature to respond and when once the merchant wins the good-will and loyalty of his employees he has made a big stride towards winning the good-will of his customers. The kindly interest which he manifests in the welfare of those who serve him will be widely advertised, and will bring prestige and trade, due to the increased loyalty shown to himself and his store. Moreover, employees under such treatment will develop that needful enthusiasm without which nothing great is ever accomplished, and which forms the backbone of every successful business.

The T. Eaton store has always been a pioneer in welfare work most conspicuously so in the matter of shortening working hours. Some time ago during the lifetime of the founder of the firm, the late T. Eaton, the custom of closing at 5 o'clock all the year round and also at noon on Saturday during the summer months was commenced. Beginning with the present month—June comes a further shortening of working hours. During the Summer months the store will open at 8.30 a.m. instead of 8 a.m., and will close a 5t p.m., except on Saturday when the store will close sharp at 1 o'clock. All the rest of the year the store will open at 9 a.m., closing at 5.30 in the afternoon. These changes are strictly in accord with the oft-expressed policy of the late Timothy Eaton, who was consistently opposed to long hours, as he believed that they impaired the efficiency of the selling force. Mr. Eaton in his early days spent a number of years behind the counter at a time when the working day was much longer than at present and from personal experience he was convinced that no clerk could be at his best for so many hours at a time, and that the store as well as the clerk gained by the more efficient service given when the hours were shortened.

DRY GOODS REVIEW

Recognized Authority of Canadian Dry Goods Trade

Vol. XXV. TORONTO, JUNE 18, 1913 No. 12

The New Parcels Post Measure

WITH THE introduction of the Parcels Post measure in the House of Commons by the Postmaster-General, all uncertainty vanishes. Canada is to have a parcels post and that, in all probability, by the end of the year. The fact that there was practically no opposition in the Commons presages the rapid progress of the measure, and its ultimate adoption.

In this issue is given the address of the Postmaster-General in full. It contains the most complete information available about the measure. Mr. Pelletier expressed himself as extremely anxious to safeguard in every way the interests of the retail merchants, and certainly this desire is manifested in the framing of the bill. Whether or not the clauses provided for this purpose will prove effective time alone will tell.

It is impossible to give a definite opinion on the measure until more explicit information is obtainable. The purpose, briefly expressed, is to make each province a zone over which a certain flat rate will apply. Thus it will be possible to send a parcel from Toronto to Fort William at as cheap a rate as from Toronto to Hamilton. This may seem at first glance to be the most striking form of discrimination in favor of the mail order houses; and that is exactly what it would prove to be if further provision were not made. The protecting clause is found in the provision to form local zones over which a cheaper rate will apply. The local zone will include all the territory within a radius of 20 miles of any post office. As 20 miles is as far as the average retailer can ever expect to ship goods, he is thus given an advantage over the mail order houses in catering to the trade in his own vicinity. It thus works out that the mail order houses will be able to ship all over the province at a flat rate, but will come into conflict everywhere with a lower rate employed by retail merchants.

On the face of it, one concludes that the local dealer has been provided with an ample buckler to protect him from the attacks of the catalogue house. It all depends, however, on how much difference there will be between the flat rate for the provincial zone and the rate applying in the local zone. If the difference is small, the mail order house will be in a splendid position to increase their inroads. Two references in the speech of the Postmaster-General are accepted, however, as indicative of an intention to make the difference a telling one. He announces that the rate applying over the local zone will be a cheap one. Again, he states that it is intended to make the system self-supporting. Putting the two statements together, it may reasonably be assured that the Government contemplate making the provincial flat rate sufficiently high to carry the expense of maintenance and operation.

It means, however, that the retailer will have to show increased initiative and enterprise. Although no hint as to the actual rates has been given out, it is probably safe to assume that the mail order houses will be able to deliver goods in most parts of the province at a cheaper rate than now applies. Thus they will have an advantage *unless the retailers take full advantage of the local zone provision.* The retailers must fight the catalogue house by going out after business more aggressively and utilizing Parcels Post, and not sit down passively expecting the new measure to protect them.

Brisker Tone to Business

IT IS NOT yet possible to look at the difficulties attending the money stringency in the light of dangers which have been safely passed. Nevertheless, the business situation is improving every day. Here is an instance which is significant. A dry goods mer-

chant wrote The Review asking for information as to where a certain article could be secured. The names of the two manufacturers who put the article on the market were supplied. Now the retailer writes to The Review: "We got in touch with ——————— and ————. The former is sold up and the latter cannot deliver until Fall."

Business cannot be so bad when manufacturers are thus crowded with orders. This does not apply, of course, to all lines, but there is a brisk tone in all branches of the trade now.

Gaining Increased Efficiency

EARLY CLOSING is gaining ground. This fact is convincingly established by the hours under which the largest departmental stores in Canada are now operating.

It is gratifying to note that the mercantile body is becoming convinced that it pays to remain open within reasonable bounds only. The trend noted, however, goes deeper than a mere desire to fix shorter hours. It shows a desire to establish a closer bond between employer and employee, to make the relationship closer for mutual benefit. Shorter hours are not being established from a purely philanthropic standpoint, but as a straight matter of good business. It pays the employer because he gets better service from his sales force during the hours that they are engaged. Long hours do not tend toward a high standard of efficiency in the staff.

In other respects this same tendency is to be noted—a drawing together of employer and employed actuated by a mutual desire for the improvement of conditions. The employee is evincing desire to become more efficient; the employer is helping him by giving every opportunity for improvement. It is significant that increased staff efficiency is not now sought by rigid supervision and espionage, but by the amelioration of conditions and the improvement of opportunities for advancement.

Value of Display Space

AN ARTICLE in this issue, describing the new hat store of L. J. Applegath and Sons, Toronto, raises an interesting question. What is the relative value of window display space to the store space? Having but a narrow frontage, the firm in question ran their windows back a considerable distance, making an extremely deep entrance. In fact, the space thus used was more than half the space left for the store itself. The proportion here is very extreme but it is said to have worked out splendidly.

Merchants are becoming more firmly convinced all the time of the value of window publicity and the construction of this store is a striking evidence of the fact.

The Passing View

Carelessness is nearly always the most expensive item on the cost sheets.

* * *

Every store loses thousands of dollars annually because clerks do not know the stock.

* * *

From 9 o'clock to 5 is a short day. But it is long enough for the maintenance of complete efficiency in the staff.

* * *

Colors for Fall and Winter millinery will be clear and vivid. This was to be expected after the prevalence of brilliant colors all Spring and Summer.

* * *

Tango promises to be a popular color this Fall for millinery. In reality tango has been very popular for some time with the class who enjoy the modern acrobatic variety of dancing.

* * *

The co-operative movement continues to grow in the Old Country. There is one way to prevent it from getting a strong foothold in this country. Keep the retail service thoroughly efficient and maintain prices on a fair basis.

* * *

Merchants who wait for customers to turn up are about as likely to reach the happy stage of independent affluence as Wilkins Micawber, who spent the best part of his life staving off creditors and borrowing from friends, while he waited for "something to turn up." The merchant must go to the customer.

Wingham, Ont.—Kerr and Bird have dissolved partnership, Mr. Bird retiring. Mr. Kerr is taking in his son as a partner and the new firm name will be Kerr and Son.

ART OF DISPLAY

The Displayman's Part in Half-Holiday Sales

Is it advisable to hold sales on morning before half-holiday?—Displays advertising these sales should be stocky, and leaders should be featured—Methods of properly advertising half holiday sales.

IT HAS become customary among stores which give the half-holiday during the summer months to hold a special sale on the morning of the holiday. The object is to make the morning's business sufficiently brisk to offset the loss of the afternoon. These sales are variously styled "half holiday sales," "merry half day sales," "holiday sales" and so on.

That they have been successful in creating a brisk morning's trade is the testimony of many merchants who have tried them. That they are not absolutely essential, however, is established by the fact that a great many merchants who allow the half holiday keep their week's turnover up to the mark without resorting to sales.

It is just a question if it is advisable to attempt a special sale for this purpose. As a general rule the store has plenty of special and bargain sales anyway and to add an additional one each week is to make the week one long succession of sales. In order to offer sufficiently attractive values to make the sales a success it is necessary to buy especially for them and this means the distribution of a great amount of merchandise of a more or less cheap description. Whether this has a detrimental effect on sales of the regular stock is a broad question which cannot be entered into here. Views differ very radically on this point and it is, therefore, a question which will never probably be settled one way or the other.

In stores where half-holiday sales are held, the onus of making them a success devolves on the publicity men—the window trimmer and the ad. writer. The sales are an innovation, something for which the public has not been prepared. It is only through the medium of the store windows and the newspaper columns that interest can be stirred up. In an event of this kind, the onus rests probably more on the display man rather than on the ad. writer. People can be convinced more surely through their ocular sense. A woman is more likely to wend her way downtown on a hot summer morning to secure something she has seen than if she has merely read about it. And so the success of these sales is strictly "up to" the ingenious person who has charge of the window display work.

If the half-holiday comes on a Wednesday, the work of putting in the sale trims commences on Monday, so that the displays will be on view all day Tuesday. As the sales are not confined to any one line but are supposed to embrace all departments, it is generally found necessary to give over all the windows to display trims for the two days, Tuesday and Wednesday. This, by the way, is one of the chief objections to the holiday of such sales from the standpoint of the display man. It takes up more space than he feels he can afford to devote for the purpose. For the time being all regular departmental displays have to be given up. In addition, the store takes on a distinctly "bargain" appearance for the time that the displays are left in the windows; and the reputation of the establishment does not gain anything as a result.

It is customary to show a selection of goods from each department, some being put on at especially attractive prices to serve as leaders. It follows, therefore, that the displays must as a general rule be made quite stocky, depending upon the values offered and the wideness of the assortment shown to attract public attention. It is particularly necessary to show a variety of goods, priced at figures a good notch below the prices at which they usually sell. The public has been pretty thoroughly educated in the matter of values and it is necessary to do more than advertise the showing as bargain lots; the values offered must bear out the word "bargains" affixed to them. To do this, it is generally found necessary to buy job lots or to carefully sift over the stock to find odd sizes and left overs which could be offered at the reduced prices.

The nature of the sale simplifies the work of the window trimmer. To attempt anything elaborate in the way of setting or background would be not only strictly unnecessary but a rather ridiculous waste of energy and ideas. Arrange a good selec-



A handsome June bride display arranged by J. Ronan display manager, with Smallman & Ingram, London.

tion in neat order, taking care to show each article to advantage. Price each article in plain figures and feature the object of the sale conspicuously. This done and the windows will have just the qualities required to "get them across"—to win the attention of the public and insure a big rush of buyers the following morning.

THE CARD MAN'S PART.

Price is the one big feature of all half-holiday

(Continued on page 20.)



One of the most attractive window displays seen in Ottawa during Horse Show week was shown by Bryson Graham & Co., Ltd. The above picture shows a panel effect window. The color scheme was red and green, and the scenes in the background were hand-painted. The maypole design in the center was made to revolve. At the bottom a revolving table displayed dolls and toys to attract the young people. Fred Ashfield, the window trimmer for Bryson Graham, Ltd., designed this window display.

LAMSON



Economy **Efficiency**

Lamson Carriers improve your service by commonsense centralization and equal distribution of labor.

They cut out lost motion, reduce the payroll, speed up the work and ensure correct records.

They double-check every sale, whether it be "cash," "charge," or "C. O. D." **Ask Your Neighbor!**

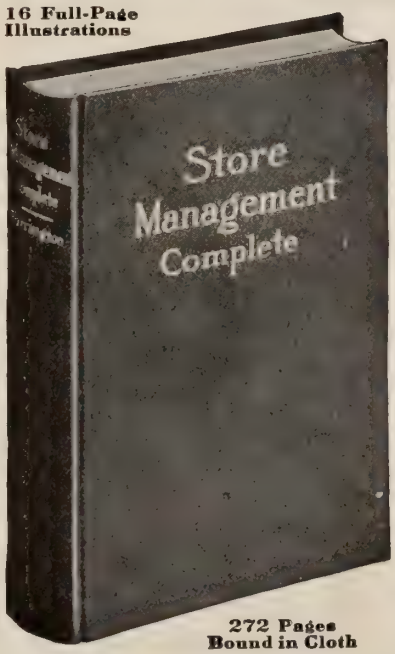
Wire, Cable, Tube and Belt, Cash and Parcel Carriers.

The Lamson Company, Boston, U.S.A.

SERVICE

Store Management—Complete

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
BY
FRANK FARRINGTON

A Companion Book to
Retail Advertising Complete

$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

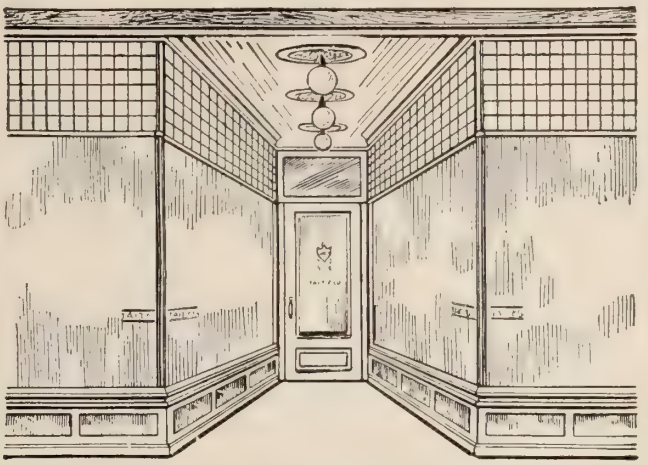
Here is a sample:

CHAPTER V.—**THE STORE POLICY**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution Handling telephone calls. Courtesy. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO



Is it nothing to you that the people pass by?

——instead of entering

Think a moment. Go outside your store now. Look at your shop front. It should be your best advertisement for attracting customers into the store —But is it?

Are you satisfied with it? Does it do you justice? Does it show off your merchandise and emphasize the good service to be obtained inside your store?

If it doesn't, then write us. We'll tell you how to improve it.

We undertake to demonstrate to you that the famous "Easy Set System" of store front construction will more than pay for itself in the increased trade it will bring to your store.

An "Easy Set System" in your store front will place your store so far ahead of those that surround it that people will just naturally drift in, because of its sheer inviting appearance.

Get posted upon this System now. You'll say it's one of the wisest moves you ever made.

Write for particulars to-day

Consolidated Plate Glass Co.
of Canada, Limited
241 Spadina Ave., Toronto

The Midsummer Work of the Display Man

He will find it expedient to change his displays more frequently and avoid any attempts at elaborate settings and backgrounds—A decidedly difficult seasoning for display is now commencing.

THE MIDSUMMER months serve as a test of a display man's mettle. He has many discouraging circumstances to contend with during this period. In the first place, he is "playing to small houses." A great many people are away on their holidays and those who remain are affected more or less by midsummer lassitude. When the weather is very warm, the number of people in the streets thins down perceptibly and the most elaborate of window trims will sometimes receive but scant attention. In the second place, there are no lines in particular demand which the display man can "play up." Whatever interest the public takes in his work will be won through the sheer merit of the displays he is putting forth. If a window trimmer can continue right through the summer months to attract wide attention and draw business, he is "making good" in the strictest sense of the word.

Displays will naturally be constituted for the most part of strictly summer lines such as summer dresses, parasols, light laces, gauzy underwear and wash goods. It will be found that good demand will follow a display of the lines of goods needed for camping and summer holidays. Under this heading would come sweater coats, for the "kit" of the summer girl is not complete if it does not include one of these warm and serviceable articles. The same applies to blazers, Norfolks and scarfs which can be made extremely brisk sellers.

One of the chief objects at this season is to clear up departments and get all stock sold which it is not desirable to carry over. Thus many of the late June, July and August trims will be devoted to the task of clearing out all all accumulations of Summer lines. For this reason, the windows will for the most part be occupied by stocky trims, featuring price reductions as the big sales factor. It follows that the display manager will find it advisable to change his windows more frequently— once a day, probably—and depend on the frequency of change for results instead of devoting his time to the production of elaborate and showy trims.



Dress goods window trimmed by M. Garden, display manager with A. Bristol & Son, Picton.



A dress goods window shown by A. Bristol & Son, Picton.

Merit in displays will consist largely, therefore, of the ability to arrange showings of more or less miscellaneous assortments to the best advantage. To introduce a sufficiently large assortment to draw the maximum amount of interest and at the same time avoid all appearance of jumbling is the most difficult problem. The goods on display must be so arranged that, without destroying the identity of any single article, the whole will blend into one harmonious display.

(Continued on page 20)

ARREST

THE ATTENTION OF EVERY MAN, WOMAN AND CHILD THAT PASSES YOUR STORE.

Very few sales are made in any Store without going through the step of "attraction." It doesn't make any difference what your business may be, you must keep up the interest in your Store.

Here's a photograph of the W. H. Zinn Co. Store. We also have photographs of the old Front and the difference between the old and the new Fronts is really remarkable—they have actually placed their Store in a different sphere by installing a KAWNEER STORE FRONT. We will be glad to send you a photograph of their old Store, so that you may see what the possibilities are, if you will send a card for it. This Front is laid out for the Zinn Store—and none other. It is an individual KAWNEER STORE FRONT—made to fit this business. With this KAWNEER FRONT they now show practically every line, every day.

Kawneer Store Fronts Give Your Interior Fixtures a Chance to Work

Last summer a Merchant in a small Iowa town installed new show cases, cabinets, lighting fixtures, etc., and wonderfully improved the inside of his Store. Once a shopper was inside a sale was the ultimate result—but, he immediately found that his inside furnishings were entirely dependent upon his ability to *pull* the people through the door—they were dependent upon his Store Front. After investigation he installed a KAWNEER STORE FRONT—now his inside fixtures and his KAWNEER STORE FRONT work hand-in-hand to *sell*—and they are selling — his business has made a big jump.

Kawneer STORE FRONTS

Kawneer is Not a Novelty—It's a Permanent Salesman

A copper or bronze sign lasts indefinitely—just so with a KAWNEER STORE FRONT. We make them in solid copper, brass, bronze or aluminum and finish them almost any way you desire. Think what a permanent Store Front would mean to you—on the sunny side of the balance sheet. No repair bills—no paint—no carpenters to putter around every now and then—and KAWNEER is built to protect the glass.



Store Front Types

During the last seven years thousands of Merchants have remodeled their old Fronts or built new Store buildings, and we have worked with a big percentage of them laying out the Fronts and taking care of the installation of them. Naturally we have absorbed a good deal of knowledge about Merchants' actual requirements. We don't simply operate in one locality —the KAWNEER organization covers the entire country, from coast to coast. This allows KAWNEER service—this organization is for you—to help you to get the most for your Store Front money.

"Boosting Business No. 21"

When you send for the photograph of the old Zinn Front (so you can see the wonderful change), we will send with it "Boosting Business No. 21." This is a book on Store Fronts compiled expressly for Merchants—contains drawings and photographs of the busiest, big and little Store Fronts in the country. Just drop a card to us to-day—no obligation—you won't have to buy now—let us show you what we have done for other Merchants, under the same conditions, and what we can do for you—then you decide.

Kawneer Manufacturing Company

Francis J. Plym, President

78 Duchess St. Toronto, Canada

BRANCHES THROUGHOUT THE DOMINION

The Valance as a Part of Window Equipment

It adds to the appearance of the store and gives an air of exclusiveness not to be obtained in any other way—Valances can be secured at a small expense — They serve to conceal defects in display.

THE VALUE of the window valance should not be underestimated. It is an essential part of the window equipment and adds very considerably to the attractiveness of the store. It contributes more than any other single detail can possibly do to give the store an air of exclusiveness.

At the same time, the valance is no mean factor in the production of attractive displays. It helps the window trimmer to give his display a finished and artistic appearance. Placed at the top and front of the window and directly against the glass it not only "tones up" the general appearance but, like charity, "it covers a multitude of sins." It can be used to hide from view the details of the light reflectors or to screen the ceiling of the window and, perhaps, some necessary details of the construction of the display.

A contemporary sums up the advantages of the valance in the following terms: "Use of the valance in the show window is a type of decoration well suited for all classes of stores. It not only is a decorative feature, but it gives the window and the entire store front a tone of refinement and exclusiveness that is difficult to be obtained in any other way. In the exclusive millinery, ready-to-wear, jewelry, furniture, ladies' and men's furnishings shops, the valance in the windows and doors plays a very important part in the decoration of the store front."

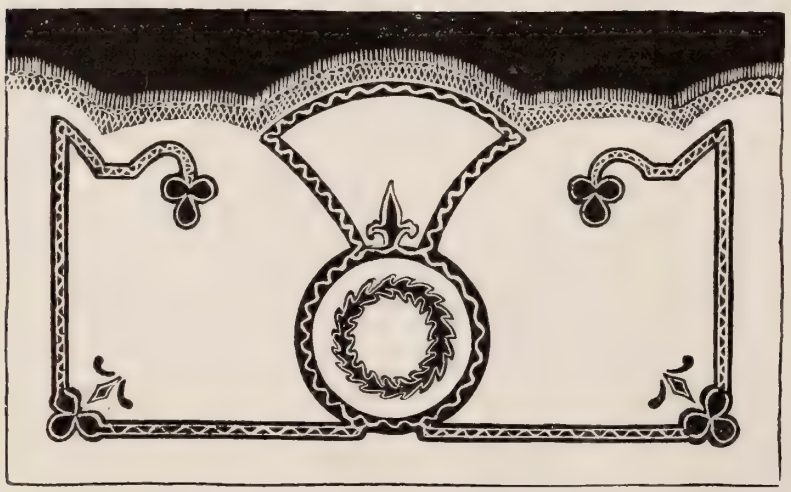
It is necessary, of course, to use the same pattern in all windows, so that in time the valance becomes a recognized feature of the store. This effect is added to when the store monogram is woven into the pattern. Crests or firm initials can also be introduced effectively in this way.



Valance design prepared by Review artist.

Various materials are used in valances, some of the more expensive varieties being in silks and satins. The material most commonly used, however, is linen, which makes a serviceable background. The designs are cut out of some such material as broadcloth, poplin or sateen and are appliqued. By covering the edges with cord or embroidered braid, a finished appearance is given. Some form of fringe or tassel is used to finish off the valances along the lower edge.

It follows that the valance is not an expensive accessory. It can be taken down and cleaned when necessary and thus does not require to be renewed frequently. In view of the value obtained, the valance should be a part of the window equipment of every store.

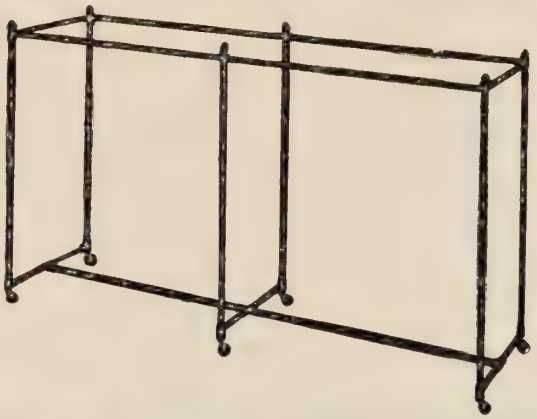


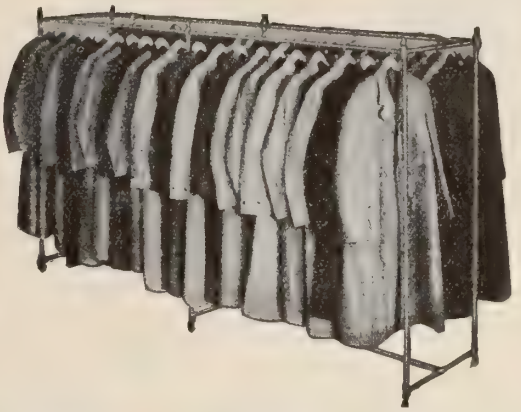
Valance design prepared by Review artist.

New Liskeard, Ont.—Mr. Hickling has bought out his partner in the general dry goods and furnishings store of Capling and Hickling and will continue the business himself.

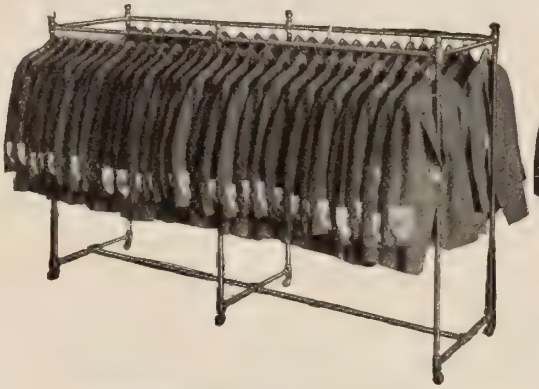
The Taylor Made Rack System

Improves your store, keeps each garment on an individual hanger, saves time and worry, and each garment in saleable condition. Mail orders promptly filled.





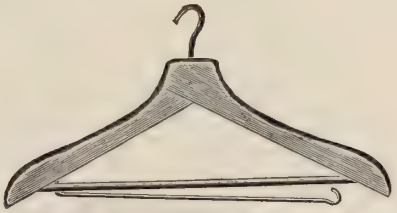
MEN'S SUIT RACKS 5 FT. HIGH, FOR LADIES' GARMENTS AND OVERCOATS 6 FT. HIGH



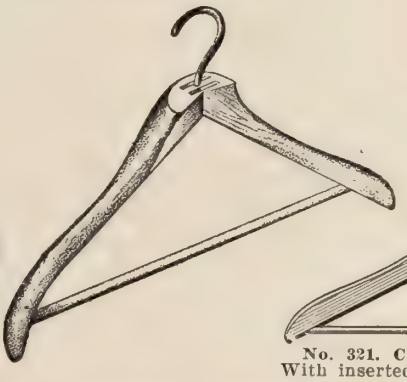


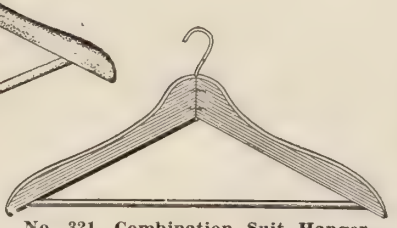
MADE OF OXIDIZED STEEL TUBING		POLISHED STEEL TUBING	
6 feet long, 6 posts	$13.00	6 feet long; 6 posts	$10.50
8 feet long, 6 posts	$14.00	8 feet long, 6 posts	$11.50
10 feet long, 6 posts	$15.00	10 feet long, 6 posts	$12.50

5 or 6 feet high, same price.



No. 54. Combination Suit Hanger
With Wire Attachment to Prevent the Trousers from Slipping
$10.00 per 100.
All Hangers packed in 100 crates.





No. 321. Combination Suit Hanger.
With inserted bar, per 100.....**$5.00**

No. 74 B. Combination Suit Hanger.
$15.00 per 100.
No. 78. Same as above, with Wire Attachment as No. 54. $16.50 per 100.
This Hanger has rounded neck to fit the coat collar, with concave shoulders.

THE TAYLOR MANUFACTURING COMPANY
82 Queen North **HAMILTON, CANADA**



SCHICK'S
ALL STEEL BALING PRESS
Fire Risk DECREASED by using a Steel Baler
The ideal Baler for waste paper, rags, straw, excelsior, etc.
Makes bale weighing 150 lbs., measuring 18x20x33. Floor space requires 2½ ft.
Write for Catalogue A, prices and discounts.
They are an absolute fire protection and reduce your insurance.
They are cheaper than others when considering quality and efficiency.
A Baling Press pays for itself in a short time.
DAVENPORT MFG. CO., DAVENPORT, IOWA, U.S.A.

Display Man's Part in Half-Holiday Sales

(Continued from page 14.)

sales. Therefore, the card writer's services must be brought into requisition to make the publicity measures complete and effective. It is not only necessary to have a good selection of cards for the windows but a neat assortment should be shown throughout the store. Seeing some such phrase as "Wednesday half-holiday. Special sales every Wednesday morning," staring at them from every department of the store, people will soon come to a realization of the fact that all Wednesday shopping must be done in the morning and further that Wednesday morning, on account of the special values offered, is a particularly good time for shopping.

The Midsummer Work of the Display Man

(Continued from page 16.)

In order to facilitate the rapid changing of windows, it will be found necessary to use the same background for the most part or to utilize the paneled back of the window. This will not be in any sense of the word a drawback, as the stocky window is frequently better without anything elaborate in the shape of background or setting. The interest must not be drawn away from the goods themselves.

All About Our New Bust Forms



No. 17a. Price $6.00

Write for our new 130-page catalog

The D. and P. range of bust or blouse forms for Fall is unequalled for variety, style and value.

We are showing everything from the plainest jersey covered form to the one with the full wax head and shoulders —everything for the display of blouses, millinery, fancy neckwear, for draping dress fabrics, etc.

The new half-arm blouse form is especially adaptable to the display of short sleeve blouses or for draping in the short sleeve blouse effect. Every number bears the correct 1913 lines, made with or without adjustable belt.

Write to-day for the new fully illustrated 130-page catalog. It will interest you.

Dale and Pearsall



No. 18a. Price $5.50

Manufacturers of High Class Forms and Figures

106 Front Street East, Toronto.

Storey upon Storey—Story upon Story

¶ Cass Gilbert, architect of the cloud-high Woolworth building, didn't stop the contractors when they had the first floor steel up, because the building didn't look finished.

¶ He was content to wait while, storey after storey, higher and higher, the structure reared its bones above the common level.

¶ He was satisfied to wait while the details of his plans were worked out—piece by piece, storey by storey, week after week, month after month, until the finished giant stood out one day in all its glory—catching the first rays and the last of an approving sun.

¶ He had a vision of the giant structure when the plans were drafted. He knew that success was ahead. The owners of the building had confidence in him and backed him up. The contractors followed specifications to the letter, and a big success and an everlasting monument to man's genius, nerve and pertinacity was the result.

¶ There would be more and greater business successes if there were more Cass Gilberts as advertising managers and more Woolworths to back them up. Advertising successes are built up just as the Woolworth building was—storey after storey, according to a preconceived and well defined plan.

¶ There are too many one-storey advertisers. They can't catch the vision of a big success, or if they can, they get dizzy-headed when they contemplate the height. They lack the nerve to back the advertising architect, and they doubt the greatest of all contractors—printer's ink.

¶ It will take months, and sometimes years to build up a big business through advertising.

¶ But once that building goes skyward, neither the adverse winds of competition, nor the earthquakes of changing conditions and hard times will ever shake it! There is only one condition—the foundation must be as solid as the rock upon which the Woolworth Building stands, and that foundation must be Honest Goods and Honest Prices and Honest Service. If you can build on these, there is no limit to the possibilities of your business. Otherwise your structure will totter and crumble over your head—as it should.

¶ Get the vision of a bigger business! Start to-day to make it a success through advertising, column upon column, story upon story, week after week. Keep at it. That's the idea! Keep everlastingly at it till results come in a satisfying measure.

¶ And then keep on keeping on!

THE DRY GOODS REVIEW

143 University Avenue **TORONTO**

FANCY GOODS, NOTIONS AND TOYS

The New Casque Has Puffs or Curls at Side

Paris re-introduces the fan—Big field for fancy jewelry—Expensive pendants exquisitely initialed for popular selling —Tourist novelties in leather goods are specially attractive — Other features.

THOUGH PARIS has attempted to introduce a more complicated style of dressing the hair by piling it up high on the head, simple styles yet prevail, and pads and puffs are at a discount. This does not mean that the hair has not to appear abundant and that artificial means of helping out nature are not resorted to. Devices in curls, pompadours, switches and transformations are still wanted, only their use is not made as obtrusive as was the case a few seasons or so ago. Moreover, the demand is for light weight goods that are comfortable to wear and which are easy to arrange in conjunction with the natural tresses.

The casque with clusters of curls or puffs at the side is the latest way of arranging the hair. The rippling Marcel wave covers the head, and a charming youthful touch is given by the cluster of curls or puffs at the sides. With this manner of dressing the hair,filets of rhinestones or pearls with an aigrette or a marabout plume can be worn for evening, while the popular casque comb, the barette and fancy pins are the ornaments for day wear.

REVIVAL OF THE FAN.

The latest idea is the revival of the fan, and the smart society woman in Paris is appearing with large feather and painted fans. A very remarkable fan is irregular in shape and looks when unfurled like the spreading of some huge bird's wing. Large ostrich fans in black or white and matching the color of the gown are also fashionable. When fans are worn, the lovely painted fan is never neglected. Should this fashion spread, the social and theatre season should see fans again selling.

The fashion of wearing the neck bare with a more or less pronounced V shaped opening in front, means much to the manufacturer of popular priced jewelry. Rows of pearls are very much worn, and so are pendants suspended on dainty fine chains. Exquisite artistic effects in pearls, diamonds and colored precious stones set in platinum are imitated in white metal and mock jewels at prices that bring them within the reach of the popular priced trade. Of course, they do not have the lively effect of the real stones, but there is nothing cheap looking about the popular priced pendants. Not only are pearls and rhinestones effective, but the colored stones are accurately colored and the shape and combinations are artistic.

SHORTER HAT PINS.

There is quite a call for shorter hat pins, and the very large heads or mounts are also passe. Large single pearls, both plain and tinted are mounted with rhinestones and small flat mounts set with rhinestones are also good.

Pins, brooches and fancy pins, particularly in enamel are very good sellers.

WORKING STAMPED GARMENTS.

The woman who does fancy work appreciates something that can be taken up in leisure moments during the long summer afternoons on porch or verandah. Nothing is so suitable for this purpose as stamped articles for personal wear, as the tub makes matters right if soiling develops during the period of working. When the developing of lovely em-

IMPORTANT to PYJAMA MAKERS

Ashton & Pulford
22 Back Piccadilly
MANCHESTER (ENGLAND)
Can supply all your requirements in
KNITTED or BRAID GIRDLES, FROGS, LOOPS, TASSELS, BUTTONS, TAPES, etc.

ESTABLISHED 1850

C. F. RUMPP & SONS

INCORPORATED 1904

Manufacturers and Exporters of

FINE LEATHER GOODS

TOURING GOODS

Always TRADE R MARK Reliable



HOLIDAY GIFTS

Always TRADE R MARK Reliable

Write for Circular. Correspondence Solicited.

Philadelphia, U. S. A.

NEW YORK SALESROOM: 683 and 685 Broadway

WESTERN CANADA: WILLIAMS & MILLER, Calgary, Alta.

The Turret Patent Cutting Machine will do all the work of an expensive Band Knife Machine costing five times as much and will do more and better work at quarter the running cost and that without employing skilled labor.

Used by principal British manufacturers of Men's Wear, Ladies' Mantles, Skirts, Waists, etc., etc.



You Must Have Buttons!

Convert your Cloth, Silk and other waste Cuttings into Covered Buttons by

The Turret Button Machine

as used by the principal manufacturers throughout Great Britain.

Output 35 gross per day, and every button perfect.

BUTTON MOULDS
at Bed Rock Prices



The largest Dress Button Manufacturers in Great Britain

The TURRET BUTTON Co., Limited
12-14 Westmoreland Place, City Road
LONDON N.

CABLES: Zoeform London Western Union A. B. C.

broidered lingerie, that vies with the expensive French goods carried in the high class stores, is combined with the means of passing the time away on Summer afternoons, it is easy to understand the large sale these stamped garments have attained. Attractive chemises, gowns and combinations can be had put up in package form ready stamped and with all the materials requisite. If none of those in stock are suitable to the customer's needs the sale should not be lost, but the material can be purchased in the staple department, and both the pattern for the garment desired and the stamping pattern can be obtained from the pattern department.

Many of the new patterns are arranged with eyelet holes through which a ribbon can be drawn. This idea is particularly good when applied to knickers, for the pulling out of the ribbon leaves them straight.

DEMAND FOR TRAVELING CONVENIENCES.

Traveling conveniences meet with a ready sale at the present time, particularly when their usefulness is apparent and the price is moderate. Every one can see the usefulness of an emergency case of goat seal which contains five medium bottles, gauze bandage, adhesive plaster and other fittings. This case appeals to the man or woman who is going camping or to spend the holiday season in any place where the doctor's services are hard to procure. Travelers will find the "washup" of goat seal handy for, no matter where they may be, they will have all that is necessary for a wash, save water, handy. The "washup" contains a folding rubber basin, towel, wash cloth and soap-case. The wash cloth fits into a rubber lined case of leather and all the above mentioned fittings go into a flat leather case that takes up very little room.

Hudson's Bay Stores

A despatch from Winnipeg reads:—

Displaying faith in Canada, particularly the West, more strikingly than columns of interviews, the Hudson Bay Company is spending between $7,000,000 and $10,000,000 in departmental stores from Winnipeg westward.

Details of the store that the company will erect in Winnipeg show that it is to be larger than any existing departmental store building in the country. Ten storeys in height on a site approximately 300 feet by 300, there will be 24 acres of floor space. It will occupy the Portage avenue block front between Colony and Vaughan streets, on a site that cost $1,000,000; the structure will cost $2,250,000, and the work of taking out the enormous excavations begins in a month. The building will rise 165 feet above the sidewalk, only 20 feet less than the ten storey Dominion Bank building going up here.

MILLINERY DEPARTMENT

Brilliant Colors are Indicated for Fall

The semi-annual French color card shows that most of the leading shades will be clear and vivid, decidedly brighter than is usual for early Winter use— A description of the groups.

New York, June 19. "THE CALM before the storm" best describes the situation in millinery circles at the present writing. The majority of buyers are either in Europe or about to leave and all the information one receives is directly or indirectly from that source. To date there are no winter models passing the customs, but those that are for late Summer give one the trend of Winter styles. The first openings are scheduled for July 5 and the days immediately following, and as usual nothing very definite will be decided until we see what Paris has to offer, for despite all the talk about American styles for American woman, we are none the less governed by what originates in Paris or at least reaches us via the French capital.

The semi-annual color card which does so much to determine what colors, will or will not be good is our most authentic guide at present.

The card is a brilliant one, the colors for the most part being clear and vivid, decidedly brighter than is usually the case for Winter use. This is especially true of the first five groups which are in the order of their naming Valauris, Tango, Campanule, Libellule and Pivoine.

Valauris, is a very vivid green, electric in its effect. There are six shades, which are gradual and not particularly pleasing for the reason that they are difficult to wear and very metallic in effect. Valauris in small quantities may prove good but it hardly bids fair to be a popular favorite.

Tango is really burnt orange, or coque de roche as you will. These six shades are glorious in themselves and are like the first series too bright for anything but trimming. It is to be expected that for trimming purposes Tango will be very smart. It is really reproducing the shades of the beautiful Bird of Paradise.

Next we have six blues bracketed as Campanule. These are purplish in their suggestion, the lightest tone being similar to hyacinth, or perhaps a trifle deeper while the darkest is really the deep purple blue of the sky at night, and is practically the same as the midnight blue which has been a popular substitute for black this season.

Libellule is also blue but of a different character. There are 3 shades only of this very bright, clear blue, which may be described as electric. It is a luminous intense blue, light and clear and except in small quantities rather too bright for popular appeal. Pivoine follows, six shades toning from a dark and rather dull red to a bright rose or geranium pink. There is considerable difference between these six shades and some of them, if not all are sure to strike popular fancy. There is at present not a little pink and red being worn, so that it is likely this series will be among the most popular shades for early Fall wear. Hats in these colorings are becoming more or less practical while small accessories, trimmings, etc., are always good in these shades.

After all this garishness, it is a relief to come to three quiet greys to be known as Calfat. These are dove greys and vary very little in tone and are really very pleasing and could be combined beautifully with almost any of the bright shades shown on the card.

Following these lovely greys come six shades called Fére. These are sulphurous and greenish yellow, of course, and only in the darker shades are possible for anything but trimming. Crocus purples follow, in three shades, and these are descriptive and need not be further described. They are really red violet shades.

Blason blues in six shades follow. This a slight variation from national blue and will, of course, be a popular favorite as it is practically a staple.

Suéde is the next shade shown. It is really a fawn in three variations, toning very gradually and is a good practical color.

Balkan green is really Russian green, or Irish green as one will. Here is a color sure of popularity as it is in its slight variations always good.

Bégonia follows, in three shades reminiscent of old rose and a very soft pleasing shade, quite a

contrast to the better are shades which follow. These may be termed American Beauty or Magenta as they have a decided tinge of purple. They range from a very vivid shade to the darkest possible and are liable to be most popular in their intermediate shades.

Angélique is the name applied to three bottle greens, which might also be called reseda.

Déesse blues, follow in a group of three. These are the popular Alice blues and are followed by Caramel, three lovely yellow browns, varying considerably in their three shades, the lightest being a golden color and the deepest nearly as dark as the fashionable Tete de Négre.

Modestic, another group of three is an indefinite series of mauve and then we come to the last column which is devoted to Pastel shades, in three groups under the caption of "Combinaison nouvelles," and under the sub-heads of Pastel, Miniature and Aquarelle. The first series of three—the Pastel—are a pinkish yellow, grey and blue all, as their name implies very pale and indefinite. The Miniature group consists of corn color, blue and pink—and the Aquarelle group of grey, blue and yellow. All of these shades are pale and may be combined in an endless variety and still produce a harmonious whole.

So ends the Syndicate color card, and while there are others published which are good authorities, the trade at large pin their faith to the one just described because it is more universally in use.

The openings will be reported faithfully in the next New York letter and all information possible to procure sent you at once.

Mid-season Novelties Continue to Appear

Lingerie hats of esprit net the latest—White hats becoming popular—Outing felts make an early appearance—Panamas have had an exceptionally good season.

IT IS A good many seasons since so much novelty developed so late in the season and milliners in the larger centres are finding an excellent opportunity this summer for prolonging the season. For the late summer season the all white hat is meeting with success, and there is quite a revival of black and white. The new material for lingerie hats is esprit net. These are drooping in shape and are not unduly large. The smart trimming is a large bow of the net edged with a narrow border of black Chantilly lace, and very often there is a ruffle of the same edging the brim of the hat.

While hats covered with Malines and trimmed with pleatings of the same are becoming very popular and models made of English crepe in pale colors such as pink, maize or sky. Modified poke shapes trimmed with huge aeroplane bows across the back are numbered among the best sellers. Sailor models are among the newest and smartest in millinery. Besides the regulation shape, many novelties that only remotely suggest the sailor are showing. These models have the rounded and elongated back brim and in addition also have the brim rolled. Summer models come in Panama and Milan straws in solid color and in two-tones as well as white. Very dressy and attractive are the hats having the brim facing in pale pink with the hat white, or of lavender when the hat is blue and with the trimming of grosgrain ribbon of the same shade as the facing. Sailor shapes along these lines are included in the felt shapes and plush shapes for showing in advance for Fall selling.

The wholesale houses are now showing soft felt hats designed for motor and sports wear. The new models come on close fitting lines with small brims and are worn pulled well down over the head. Some are all solid color, white being preferred, but the underfacing of contrasting color is decidedly fashionable.

This has been a particularly good season for panama, though it cannot be said that the panama hat trimmed with flowers has had any great measure of success and the woman who wants a flower-trimmed hat is more apt to chose a leghorn or crin shape. Panamas have been shown in a wide variety of shapes and this is a departure that has been appreciated for it is in these novelty shapes rather than in the more usual sombrero that the business has been done. Plain faille, moire and satin ribbons are the most used trimmings and novelty ribbons in Balkan, Persian and Futurist patterns are used. As a rule it is large bows and drapes that form the trimming but sometimes the floral group is cut out and appliqued onto the hat.

Winnipeg.—A skyscraper departmental store, probably the finest in America, ten storeys in height and costing with site $3,250,000, is to be built on Portage Avenue by the Hudson Bay Company, according to an announcement made by Herbert E. Burbidge, Stores Commissioner, who has just returned from England. The building, which will be erected on the company's million-dollar site between Colony and Vaughan Streets, will be 165 feet high.

This TRADE MARK



Guarantees Highest Quality

REGD. TRADE MARK

JOHN HEATHCOAT & CO.

13 Ironmonger Lane .·. LONDON, ENGLAND

Factories at Tiverton, Exeter and Cullompton

Patentees of the first Lace and Net Machine in 1808

The oldest Net Manufacturers in the World

SILK Illusions, Veilings, Toscas, Dewdrop Nets, Brussels Nets, Tucked Nets, Dress Nets, Alencon Nets.

Also Fine Cotton Nets

Makers of the Famous Heathcoat Waterproof Maline.

STOCK CARRIED BY **A. B. FISHER, 64 Wellington St. West, Toronto**

SOLE CANADIAN REPRESENTATIVE

INCREASE THE EFFICIENCY OF YOUR SALES FORCE BY SUBSCRIBING FOR : : : :

The Dry Goods Review

FOR YOUR DEPARTMENT BUYERS

Write for Special Clubbing Rates

Ostrich Feather Co.



MANUFACTURERS OF

OSTRICH
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DOMINION OSTRICH FEATHER COMPANY, Limited
96-100 SPADINA AVENUE, TORONTO
Montreal Agents: S. E. PORTER & CO., Birks Building

- - THINK IT OVER - -

The advertisements appearing in this paper each issue are there because it pays the advertiser and for no other reason.

Is it not about time you investigated this proposition, and not let the other fellow do all the talking to the man you should be selling?

You can talk across Canada in full page space to live dry goods dealers for $25 an issue if you contract for twenty-four insertions. Worth while, isn't it?

Plumage Novelties for Fall Millinery Styles

Quill-like effects and Pocohontas bandeaux the new features—The brilliant colors that marked the Spring season repeated in Fall novelties—Nothing demure or serious to be seen in Fall styles.

NOVELTIES IN plumage are making their appearance and while there is nothing final, as styles are yet developing, it is certain that feather effects along the lines indicated are to be of importance. To begin with fashions promise to be the gayest that have been seen in many a long day, and there is nothing of the demure and serious to be seen either in gowns or millinery. As a fact dress is freakish and extreme and as the hat forms the finish to the gown why the hat has to be extreme too.

Colors have suffered no toning, and the brilliant tones so much remarked this Spring will be smart again in the coming Autumn. Only they will be more in place and in keeping with the season, and when developed in the velvets, plushes and rich silks will be softer in effect and more beautiful. Vivid green and a gorgeous shade of red, that is more geranium than cerise, are two of the most favored colors, and the brilliant tangerine or coque de roche shades are very strong. The shade of green favored for the coming season is as brilliant as emerald, but bluer in tone and shades down to Russian green in the deeper shades. The name given to it is Balkan. Blues are much favored, and in the lighter shades are lovely turquoises, and greenish or greyish tones deepening into canard, peacock, navy and slate blues, while bright navy and national blues are very much used. A new red on the Burgundy order is peavine, and there is a wide choice in cerise and beauty rose shades. Other colors prominent are gold shades, lime green, and in neutral colors, taupe, nigger head, mouse and castor. These neutral colors and black or white are never used alone, but are combined with dashes and splashes in vivid contrast.

This dash of contrasting color promises to be achieved largely by means of the feather used; and even when the feather is of bright shade added brilliance is given by a characteristic touch, bright in the extreme made from the natural plumage of gay tropical birds. In feathers, be they ostrich, condor, vulture, peacock, coque, or what you will, it is the spear-like quill effect that is most en evidence, and as though this military character is not sufficiently pronounced, it is added to by small blade-like mounts made of the feathers of such birds as the blue jay, merle, parrot and others which carry brilliant plumage.

Milliners should note that trimmings will be of more importance during the coming season, and, while the small hats have a character of their own, it is the added touch that will give the right amount of dash and individuality.

Osprey and paradise are extremely expensive, and the trade is searching for natural feathers that will form a satisfactory substitute. This is bringing goura to the front. Pocohontas bands are shown in both osprey and goura, and there are feather fantasies to place straight up either in front or at the back. Some of these bandeaux spring from a line of small humming birds, and single birds are placed, as if springing from a covert of the feather on the fancy effects. Coque bands, with lines of pasted breast in brilliant colors, question marks of curled coque mounted into place on the brim or crown, and bands of breast carrying aeroplane like wings to pose at the back are some of the new feather effects brought out for Fall selling. The feathers of the cassicus are made into handsome plumes.



Smart cap-like milling made of fur plush or plush are indicated strongly for the coming Fall season.

Dress and Millinery Designed on Freakish Lines

Paris, June 16.

Dress is decidedly freakish and the millinery has to balance. In Paris the small hat is again to the fore, and the latest models are tiny affairs of black chip, bright and shiny, as though they had been varnished. To add size and importance to the hat the trimming is audacious and large three-looped bows upstanding of moire or faille ribbon posed at a rakish angle is one of the leading effects. This glazed chip is made into hats somewhat on the poke order, with a high pot crown and narrow brim, and this glace straw is used for just the brim alone, while the crown consists of just a single thickness of tulle stretched over the hair.

Feather effects are much used to trim these new round hats. Conspicuous among the feather novelties are the Pocohontas bands of osprey, goura or coque to go with which comes a high fantasy of matching feather, which is placed either directly in front or behind.

Lucille is using streamers on the hats she is showing. These streamers are both wide and narrow, and moire ribbon is used as frequently as velvet. Many of her hats also have veils hanging from the hat in drape fashion.

Manufacturers have had a fairly successful flower season, and are therefore encouraged to show flowers for fall selling. The flowers put out are on the small, fine order, and are made up in plush, velvet and fur.

Plush will be important among the Fall millinery fabrics, and short pile plush will be in a high position. Fur plushes, particularly when colored and finished to represent mole, will be extensively used. Other trimmings will be liberty satin, bengaline and faille silk.

Object to Fur Duty

American manufacturers are voicing their belief that proposed 10 per cent duty would injure relations of the fur industry with Canada.

Washington, D.C., June 11.—If the Underwood Tariff Bill passes the Senate and the House, and bears, President Wilson's signature, with the present provision to tax furs from Canada ten per cent. ad valorem, it will not become law without the most vociferous protests of fur manufacturers all over the country. The latest protest on the subject came today from Mr. Edward Fillmore, a New York attorney, who appeared before the Senate Finance Committee, declaring, among other things, that the imposition of a ten per cent. duty on furs would hurt the relations of the fur industry of his country with Canada. Fur, he argued, has never been taxed in this country.

One-third of the seventeen million dollars' worth of furs imported into the United States comes from Canada, and this fact was dwelt upon by Mr. Fillmore, who said he spoke for the fur manufacturers of the entire United States.

WOULD FALL LARGELY ON CANADIAN GOODS.

.. A very large proportion of the raw furs that would be dutiable," he said, "would be Canadian goods which are brought into this country both for manufacturing purposes and in the course of international trade. It will be seen that the direct effect of this proposed ten per cent. tax would fall largely upon Canadian goods.

"Canada, as well as supplying us with a large amount of raw furs, is practically our only foreign customer for manufactured furs. The industry has enjoyed the most pleasant relations in the past with Canada, and the proposed rates would have a tendency to interrupt them.

"The raw furs that are brought to the United States from Canada find their way through various channels, and only a small portion comes through established business thoroughfares. The trappers along the border bring their goods into American markets without the formality of shipping, according to the regulations provided by Customs authorities.

"The imposition of a duty upon their collection would have a tendency to promote smuggling. The merchants who buy their goods through legitimate sources and have them shipped in the ordinary course of trade, in paying a duty upon shipments would be at a disadvantage as compared with the merchants accumulating or receiving goods purchased direct through the trade with the hundreds of little villages and trading posts that exist immediately adjacent to the border line.

COULD NOT MAINTAIN COLLECTION REGULATIONS.

"It is a fair assumption that a large part of the trappers' catch will never pay any duty, as it would be impossible for the Government to maintain regulations sufficient to provide for the collection of the same.

"Canada is a large purchaser of raw European furs in this market. It will be impossible to provide such goods for the Canadian market with an imposition of a ten per cent. duty on our imports. In other words, goods heretofore imported from Russia or other countries free, and sold to Canadians, would surely be shipped direct to Canada, in preference to paying a ten per cent. duty in this country before being offered for sale to Canadians."

The

"Pullan Garment"

MADE SINCE 1902

The exclusive selling agency of the Pullan Garment granted where we are not already represented.



Our New York designer has made so many striking and distinctive models in Coats and Suits that we cannot begin to do them justice in an announcement of this character.

Coats made in curly, diagonal, zybeline and fancy sealettes are particularly strong.

Suits showing mannish serges, fancy mixtures, zybelines and light weight materials made dovetail effect, are the favorites.

Coat illustrated made in good quality curly cloth, trimmed with fine caracul in the fur effect, lined throughout with contrasting shade of serge satin, fastens with a fancy silk ornament.

Priced $12.50.

Your order will have our careful attention.

M. PULLAN & SONS

An Exclusive Cloak, Suit and Skirt House

Pullan Building, Bay and Wellington Streets, TORONTO

Montreal Office, Lindsay Building

READY-TO-WEAR GARMENTS

Dainty Frocks Shown for Children's Wear

Late models giving hints of modes for Spring 1914—Low belted Bulgarian or Russian blouse favored—English flapper two-piece blouse dress is used for outing wear.

WITH THE early Fall line well out of the way and in the hands of the travellers, designers are beginning to gather ideas and data to work from for the Spring season of 1914. Bearing this fact in mind it should be interesting to buyers and should keep them in touch with the new developments to learn something of the models imported by the specialty trade for the late summer season.

Because of its extreme adaptability and suitability for children's wear the low belted Bulgarian, Poiret or Russian blouse, as it is severally called, has taken a firm hold on the children's trade and delightfully childish little models being shown both for the small girl and her larger sister.

There is no material made that gives better service than seersucker, and another good point is that it needs no ironing. Its one fault is that it shrinks in the wash, a fault that is more apparent in the cheaper cloths. The vogue of crepe and crinkled fabrics is bringing this cloth to the fore for play dresses and dresses that have to stand hard wear. Very smart and very useful is a straight line Russian dress of crinkeled striped seersucker in blue and white, pink and white and tan and white, belted low with a wide belt of plain gingham to match the color of the stripe. The dress is cut kimona fashion with the armholes wide and the sleeve, just reaching to the elbow, has a cuff of the gingham. There is a straight vest of seersucker cut with the stripe across reaching from neck to hem defined above the waist by lines of gingham covered buttons. From the point of this vest on either side falls a sailor collar of gingham. Bloomers of the seersucker, attached to a cotton waist, go with this suit.

Suitable for wear at summer resort or beach is the English Flapper two-piece blouse dress. This dress is made of lingerie in white or colors. The blouse straight cut and loose with set-in sleeve, is fulled into a wide belt ending with a sash a little to the side of the front. When the dress is white, the belt collar and cuffs are of colored material—Copenhagen, red or tan—and when the dress is made of colored linen, the trimmings are made of striped fabric to match.

More elaborate dresses are made of white or flowered voile lawn. One of the white and embroidered white lawn dresses has the long bloused waist pressed into box-pleats, both back and front, and the skirt set into wider box-pleats is put onto the waist with a two-inch belt or band fastening under three buttons in front. The blouse simply buttons down and the set-in sleeves and neck are finished with embroidered batiste button-hole edged collar and cuffs. Another simple voile dress is trimmed with Cluny lace insertion. The neck is cut square and trimmed round with the insertion and a piece of insertion goes from the neck and ends with a point half way down the set-in sleeve. Insertion also is placed above the hem of the sleeve and forms a little vest in front. The skirt has a deep hem above which is set a row of insertion and the joining of waist and skirt is hidden under a narrow girdle of taffeta ribbon.

The waist of the embroidered lawn dress is made from a blouse front that has a well spread pattern. It is fitted to the neck with groups of tucks and the square low cut neck finishes with Valenciennes insertion. The sleeves are set in and are finished with an embroidered band hemstitched on and edged with lace. A larger motif decorates the front of the narrow belt. The short skirt is daintily pintucked to control the fullness and is simply finished with the hem and three broad tucks.

Toronto stores have done well with imported delaine dresses, particularly in the smaller sizes. A feature of these dresses is the drop skirt of percale to match. Enquiry has developed no objection to these lining skirts and it would seem as though the dresses would be more practical without them. There can be no doubt of the suitability of this material for children's wear as it washes as well as cotton and makes dainty little frocks.

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Variety and Novelty the Keynote in Dresses



Late Summer suit developed in fancy ratine.

A wonderfully varied line both as to material and style shown—Models are for every occasion—This has been season of novelty materials—Big sales of silk material reported.

TRAVELLERS who have been out with the preliminary line report big sales of dresses of silk materials. Messalines, satin de chines liberties, crepes, (plain and brocaded) and brocaded satins have all found a ready sale. These dresses are modeled on simple lines with the skirt plain or broken by slight drapery effects and the waist cut with the deep dropped shoulder and with surplice closing or some pretty vest effect. The low collar is very much en-evidence, though every buyer wants a few models with the high neck to satisfy his more conservative trade, but the usual way is to wear a guimpe of net to transform a low - necked gown into one with a high neck. Sleeves are both long and ¾, depending upon the style of the gown. If intended for street or useful wear then a long sleeve with a simple cuff introducing a trimming touch of novelty printed silk is used. If the gown is more of the dressy variety, the sleeve is ¾ length or shorter and net and lace or chiffon is pleated and ruffled about the cuff. Trimming touches of novelty printed silks are a dominating feature and designers have taxed their ingenuity to the utmost in the production of new effects.

The color line is much more extensive. Novelty blues particularly in the new Persian and greenish blues are very strong and so are the yellowish shades such as apricot, leather and bright tans. Colors on the Nell rose order are selling in dressy models and Burgundy is becoming a popular red shade. Golden and nut browns are good, but there is only a minor enquiry for green, though the new Balkan green and emerald are leading trimming colors. Taupe is being asked for by the better trade and there is a fair enquiry for nickel and silver grey. There is a decided return to covered buttons and buttons covered with the new printed silks make a decidedly handsome garniture. When a button is used the new bomb or ball buttons particularly in French pearl. There promises to be an immense vogue for simple street dresses made in a variety of medium weight woolen materials such as Bedford cord, cotele, cote de cheval, whip-cord serge and panama. The cord materials are often two-toned and this in itself gives a decorative touch. These dresses are cut on simple lines and the best sellers are plain and well made. There is some sort of fancy collar touched with trimming silk. The skirts are straight-cut with some fancy cutting of gores just to make a change.



Dress of crepe and chiffon trimmed with novelty braid in Oriental colors. Note the transparent nature of the waist and the very low cut of the neck, veiled only by the low tucker of sheer net. Skirts are decidedly longer and much draped, while the trimming is put on in bayadere effect.

More elaborate cloth models are on the order of the coat dress and, though all one piece, simulate a blouse coat by the addition of a peplum. All manner of fancy vest effects are seen from the simple Tuxedo to quite elaborate waist coats that come far below the waist and end in an elongated V or are square cut. Very elaborate coat dresses are showing in velveteens and chiffon velvet and this season colors seem to have the call over black. Blue in nov-

(Continued on page 37.)

The Latest Ideas in Summer Coats and Gowns

The 1913 blazer not so simple a garment as that worn last year—New blazers fashioned on modified cut-away lines—Sports coats cut loose and boxy, made of bright colored serges or eponges.

New York, June 16. THE 1913 blazer coat is a much more dressy garment than the one put out last season. The new blazers are made up from inch wide striped cloths in contrasting colors and are worn with skirts of eponge or novelty ratine cloths to match one of the stripes. These coats are fashioned on modified cutaway lines and are about knee length. They commence to round off just below the waist line and slope gradually to the centre back. The neck is finished with a fancy sailor collar and turn back cuffs are used to match. The coat fastens across the bust with two buttons over which is looped cords having tasseled ends.

Sports coats in bright colors, but more particularly in bright green, have taken well. The newest of these coats are cut very loose and boxy and have either the very low dropped shoulder or the Raglan sleeve with the wide Mandarin arm-holes and deep cuffs. The collar may be either a shawl or notched and often there is the convertible closing. Fancy buttons in two colors or large ball bone or galalith buttons are those most used and three buttons low down accomplish the closing. Three are placed high up, one buttoning so as to make the collar come high up to the throat. When this is not buttoned, the coat has very long revers. Three buttons decorate the side seams which are not slit up. These coats are developed in two color stripes and in plain colors such as Nell rose, scarlet, hunters' green, Saxe blue and apricot and also in black, white and navy. Many are unlined, but others are lined with plain satin in contrasting colors.

SPORTS SUITS ON MANNISH LINES.

Sports suits are also a new development, the coat being of the cutaway variety, made on very mannish lines, and worn with a plain narrow skirt of checked cloth to match. The skirt buttons up the front with jet buttons, and is slit for a few inches at the foot to give more freedom in walking.

Certainly this season so far has been particularly favorable to the selling of separate coats, owing to the preference developed for one-piece dresses over suits. This means that wrap coats both in woolen materials and silk fabrics have sold well. Two models in particular have met with great success. One is draped into the side seam almost in pannier fashion, and the other is ¾ length with a shaped band below the hips into which the body of the coat is fulled slightly. This coat fastens away over on the left side and is cutaway from the waist line and rounds gradually to the centre of the back. These models are made up in plain eponges, diagonals, large checks and striped mixtures and in matelasses and wool brocades. The materials favored in silk fabrics are brocades, plain and brocades charmeuse, moire and corded silks. High colors are favored as well as black and the list of colors worn includes all the leading shades with Persian blue, Copenhagen, mustard and taupe in special prominence.

DEMAND FOR ELEGANT WRAPS.

Owing to the filmy daintiness of evening and dressy gowns there is a greater demand than ever for elegant wraps to wear over them. Many are all enveloping and come in darker colors, while for the woman who owns her own limousine, short, graceful little thrown-on wraps of brocaded or printed crepe or of chiffon in one color and lined with one in contrast and bordered with black velvet and trimmed with bands of ostrich or marabout are very much in evidence.

There is no question but the one-piece frock has for the time being completely eclipsed the suit for summer wear. Earlier on a few smart suits made their appearance, but at the present time very few are showing either in the department or the specialty stores, and one worn is exceptional indeed. For morning wear simple and delightfully comfortable tub frocks made usually of ratine, crepe, voile, linen or of mercerized lawn are shown. The lines of these are delightfully simple and smartness is gained by such details as the vest, ball buttons used in lines, little straps and the girdle or belt. When the heavier materials such as linen and ratine are used, the skirts are straight cut with a wide hem up the side of the front or wide panel button trimmed. Instead of darts being used to fit the skirt at the waist, little pleats or gathers arranged across the back or at each side are new and even to stout figures most becoming. The position of the waist line is a little higher than normal and the waist blouses over more. Sleeves are set into an elongated shoulder and the arm-hole is decidedly wide. Narrow buttoned in vests of tucked white lawn to match the collar of embroidered lawn and Valenciennes lace made epaulette, sailor or shawl shapes. Tuxedo vests made of tucks and tiny lace frills form another new finish.

The Russian blouse is at its best when developed in crepe. A typical model has the skirt, vest and

collar and cuffs of white crepe with the blouse made of printed crepe or of crepe with a brocaded ratine figure. The vest is elongated and finishes below the waist reaching as far as the edge of the blouse in a pointed V which fastens up the middle with a row of ball buttons. The collar just comes over the line of the shoulder and meets the vest. The skirt takes up the line of the fastening and a row of buttons continue to the hem.

Transparent Waists Favored

The Marie Antoinette model the latest—Net and shadow lace models strong—Good use of tiny novelty buttons.

Designers are busy with the later lines of waists for the Fall season and from what is to be seen so far the line is full of novelty. Not that novelty that is freakish but new features that are saleable and not so extreme as to be bad to sell. The vogue for transparent materials for waists is firmly established and will be just as pronounced in the Fall as in present modes. Net is the new material and both net and shadow lace are good. Chiffon is taking on a new lease of life and the chiffon waist for Fall is more beautiful than ever.

Many of the new net waists are accordion pleated both back and front and are joined on to a yoke of plain net. Shadow lace waists are lined with net and have novel vestees developed in fancy silks with touches of added color given by revers, pipings and buttons. Waist manufacturers are making good use of tiny novelty buttons.

(Continued on page 37.)



SEEN AT LONGCHAMPS.

Charmeuse gown with tunic of Chantilly lace. Bodice of chiffon and lace, with pleated Medici neck frill. Hat of velvet with transparent tulle brim and novelty feather.

A taffeta gown with the Japanese collar, brought out by Premet — also Japanese embroidery—Batiste neck frills—deep satin sash with solid embroidery — chiffon tunic with Japanese embroidery.

VOILE DRESSES SHOW DRAPING.

Voile dresses show more drapery both the waist front and the skirt. Tub frocks of this class are becoming elaborate enough to wear at luncheons and in the afternoon. They are developed in plain and printed or embroidered voile and trimmed with net and shadow laces and have satin girdles or sashes. Some of the most attractive of these dresses simulate a coat with revers over an embroidered or lace trimmed skirt. Sometimes dresses of this kind have the coat of silk material which, of course, lifts them out of the category of the tub frock. Handsome white or cream cotton voile or crepe embroideries form the skirt and the coat portion is made of plain or brocaded eponge with collar and cuffs of the embroidery used for cuff and the vest effect.



Coat dress of white ratine, showing belt continuing into postilions at the back. There is a piping of bright pink edging belt and collar and straps of the same color simulate button-holes.

Novelties in Bathing Suits

Russian blouses, diagonal closing and fancy vests used with good effect—The smart woman buys the silk bathing suit — Pretty effects in caps shown.

Though the popular priced bathing suit is just a bathing suit and nothing more and cut, color and trimming vary little from season to season, there is a growing class confined at present to the larger centres who are demanding something more in accordance with the accepted mode. In Europe brilliant colors are used for the bathing suit but on this side of the Atlantic black or dark blue are the regulation colors. Mohair is the generally accepted fabric, but there is an increasing use of silk materials for bathing suits. Louisine makes a most practical suit and taffeta is often chosen. This year some pretty suits are made of striped taffeta and silk crepe, and tussores are made into smart bathing suits but newest of all is the bathing suit of silk moire. Designers have cleverly taken up the Russian blouse in modeling bathing suits, and are using diagonal closings and the new forms of the collar in place of the usual sailors. Also a big step in advance is taken when designs suitable to the too slim and too full figure are featured. For the figure that is too full the suit of striped taffeta is recommended. A very practical model is made in Russian blouse style with the surplice closing and a little shawl collar of white taffeta fastening in front under a little bow of blue. Even more suitable is a one-piece suit with the waist and skirt joined with a narrow belt and with the stripes running so as lengthen the figure. To further do this a panel coming to a point about 6 or 7 inches above the hem is introduced. A touch of color is given to this suit by the collar and cuffs of flower printed eponge.

Very convenient as well as smart is the suit of navy tussore made in one piece with a tuxedo vest and collar attached of Jap silk. This suit fastens over to the left and buttons through to the hem.

A good deal of variety is given this year by the accessories such as the turban or cap and by the sash of vividly striped silk knotted about the waist and with ends falling to the bottom of the skirt. There are many new ideas in caps. Pretty Dutch bonnets are developed in the brightest colors in rubberoid silk, and newer still there is the sports hat made of stitched silk in the same shape as those shown in linen and ratine and trimmed with bright hued Futurists silks in the gayest of colors and the oddest of designs.

Transparent Waists Favored

(Continued from page 35.)

The new waist is the surplice or fichu waist taken from the Marie Antoinette period pictures of Vigee LeBrun. The chiffon fichu is the main feature of these waists. The love of high colors is reflected in the new waists. All the novelty blues are showing, and linden, brass and mustard are good colors and there is a big series of yellow, golden and brownish tan shade. The white waist and the black waist are present but they are always combined with color.

Crepe de chine more than holds its own and is seen in both plain and elaborate waists and in both plain and brocaded fabrics.

A big season promises for the silk waist and smart brocaded waists in the new colors made in simple tailored lines and with long sleeves trimmed with lace frills at the cuffs are good. This kind of waist often has the Medici frill as a neck finish. Tailored and semi-tailored waists are shown in all leading silk materials.

Cerise holds its own as a trimming color, but Paddy green is becoming a strong rival. As in dresses the sleeve style is according to the design of the waist. Dressy models as a rule have the ¾ or shorter sleeve while waists for useful wear show the full length. So long as the sleeve is pretty and suits the waist it is admissible for sleeve fashions this year are much a matter of design.

Variety and Novelty the Keynote in Dresses

(Continued from page 33.)

elty shades leads, and brown is selling big, with ruby, grey and green also en-evidence.

This has been a season of novelty materials and this feature is continuing to the end for dresses of shadow lace and net are being introduced for summer dances and dressy wear. These dresses are worn over a silk slip and are very attractive. Net dresses are very simple and pretty and many of them are made with self-trimmings. One or two ruchings are used to trim the skirt and finish the surplice bodice. Sometimes accordion pleated net forms the bodice and the tunic which is finished at the foot with pleatings of net.

Attractive shadow lace dresses are made up with triple skirts. The bottom and top flounce are of the lace with the middle one of delicate colored accordion pleated chiffon, and there is a vestee of the chiffon introduced into the waist. The fichu finish is adopted for these net lace, and also for chiffon dresses, and another idea is the crushed girdle bordered on each side with a pleating chiffon. These are ideas that are sure to re-appear in the party dresses designed for Fall and Mid-winter wear.

DRESS ACCESSORIES

Medici Collar Dominates in Summer Lines

Medici and fichi styles featured for summer wear—Malines and shadow laces and fine nets make filmy summer neckwear—Guimpes and chemisettes are in strong favor owing to low-necked dress vogue.

SUMMER neckwear is delightfully filmy and frilly, as well as dainty in the extreme. Also it affords in its new forms a fitting finish for the decidedly low-necked dresses and waists put out for Summer wear. Neckwear also affords a compromise, for all the comfort of the low neck can be had and yet the neck can be veiled. Two ideas, neither of them, perhaps, distinctly new, have come to the front in recent weeks. One is the Medici idea expressed by a simple ruffle of lace or net standing up by its own thickness or supported by light wires behind the neck, and the other is the low spreading neck piece on the fichu order, and of the two on the Canadian market the Medici is the one selling best.

These Medici effects vary all the way from simple pleated strips of tulle to elaborate lace and net, or, net lace and silk creations, the collar being of the silk and the upstanding piece, of lace, and the whole finished with an elaborate jabot of lace and net. For Summer wear, the pleated lace and net or tulle collars are most favored, and some very pretty popular-priced models are gotten out in plain and esprit net.

To wear with the low-cut Summer dresses, these frill effects are gotten out with the frill on both sides and with an extra frill to stand up at the back. This idea is developed in many varieties, some all white and some having the colored touch. Some of these frills reach to the waist and fasten in with the waist band, while others have a pleated jabot finish.

Due to the wearing of the low-necked dress, guimpes and chemisettes are in strong favor. The line is a large one and new effects are being added to it every day. Guimpes are finished with Medici collars with tabs turning over away from the neck in front. Epaulette collars, rounded collars and turnover collars in various shapes in lace and net are shown, and the pleated tulle frills not only form the collar but continue down the front. For Summer wear, the guimpe coming just below the bust is introduced and this is shown in much the same finishes as the longer guimpe.

Neckwear houses are out with a new garment. This is a cover made of net and lace, and ribbon trimmed to wear over the plain corset cover or brassiere.

Now that waists are so transparent there is quite a demand for these fancy covers developing.

Pleatings and ruchings are a strong item both in lace and net as the majority of dress sleeves are finished with some kind of pleating. Neckwear at the present moment is showing a big white development and when color is used it is in the paler shades and added in the form of a bow. Collars of cotton crepe and shadow lace, finished with pleated revers, are still on market. Collars of ratine, both plain and brocaded, and also of embroidered batiste and the staple laces, are selling.



Medici collar of Malines lace and net. Shown by R. D. Fairbairn & Co.



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Fall Novelties in Ribbons

The millinery trade interested in ribbon novelties—Printed velour, plush, panne and velvet ribbons show Cubist, Futurist and Egyptian influence — Two - toned and double-faced ribbons in high favor.

All reports from European fashion centres are favorable to the increased use of ribbon trimmings on the new Fall hats. Small hats of varnished chip are being worn in Paris trimmed with huge upstanding bows or loops of ribbon placed either in front or at the back. European manufacturers are showing taffeta, Liberty, faille and merveilleux ribbons in solid color in widths ranging from 48 to 68 lines, with epingles and repps as the higher novelties.

Tangerine and leather shades running down into coque or browns are good and brass and old gold are in particular prominence. The new green called Balkan is on the verdigris order, shading down to Russian and is scarcely so pleasing as the Empire and Myrtle shades that this set of colors supersedes, but in accord with the fashions of the moment, it is more brilliant and striking. Other blues selling are national, sapphire and peacock. Reds in cherry, flame, cerise and beauty shades are good, and a rich, new color is peavine which is a bright tint of Burgundy. Linden green, mahogany and ox-blood are other colors that promise to have prominence.

The new warp prints show the influence of the Futurist and Cubist ideas, and it is characteristic of the new ribbons that the pattern is confined to the edge while the middle of the ribbon is in solid color. With pile fabrics promising so much prominence, it is to be expected that pile finished ribbons will be good particularly in plush and in panne and velour effects. Many of these are printed and many novelties in printed ribbons show the pattern in velvet, on a satin ground. Another novelty in velours and in uncut velvets are the Egyptian patterns. These are quite as brilliant as the Bulgarian patterns of the Spring and such colors as cerise, violet, cherry, sapphire blue, gold and Balkan green mingle in one pattern. Roman and Bayadere stripes in widths from 6 to 10 inches will be used for bows and sashes.

Narrow gros-grain ribbons are again showing in high colorings with fancy black edges, but the greater novelty is expressed in the double-faced and two-toned moires and satins as well as failles. Double-faced satins are not quite novel but moire and faille in the prevailing high colors are distinctly novel. Ribbons of this class are something different and they have interested millinery buyers strongly and therefore the sale is expected to be large. Ribbons, as a whole, promise to be more worn than during the Spring season.



Short guimps of net cut square at the neck and finished with net and lace pleatings. Shown by M. A. Holladay, Ltd.

Novelties in Parasols

The most interesting novelties show the influence of Japanese ideas—Butterfly motifs are much used—Trimmings in strong favor.

At this season of the year the new ideas in parasols are interesting because of the bearing they may have on future fashions and because from them we get an idea of the possibilities that will be exploited another season.

The very newest of the parasols present many Japanese features and among them are many ribbed models of taffeta silk with large motifs worked in bright colored embroideries. Butterfly motifs are much used and the effect of flights of butterflies worked in vari-colored silks are dazzingly handsome. The stork is also pressed into service and a parasol seen had a stork set between each rib. A narrow pleated frill of taffeta edges many of the new parasols. Another idea was to cut the edge of the parasol in deep scallops and to edge each scallop with chenille. There is no denying the fact that fussy, fluffy parasols are coming in again and a very attractive parasol of this kind was made of alternate stripes of pleated Malines and velvet ribbon. Many lace parasols are shown; one of the very prettiest being made of black Chantilly lace, veiling shell pink chiffon. Other models show the use of such trimmings as fringes and narrow pleatings of tulle or lace. Pagoda, tub and other Oriental shapes are the ones selling.

Port Haney, B. C.—Misses A. and L. McWhinney have opened a millinery store.

St. John's, N. B.—F. W. Daniel and Co. have opened their new store.

Lace and Net Gowns Prominent at Paris Races

In the retail stores the demand for Summer laces is still strong. Shadows have proved themselves the Summer sellers and with the exception of Clunys all the laces wanted are of a light and fluffy nature. Flouncings and edgings are particularly good, for in spite of the fact that less lace is used on the Summer gowns, a good deal of lace is finding its way into use in the shape of pleatings, flounces, millinery trimmings, yokes, guimpes and for other uses. Shadow allovers and laces are being used in quantity for making blouses, and the shadow lace and net gown is the latest for Summer dances and dressy afternoon wear. Parasols flounced with shadow laces are very new.

So strong is the present position of shadows that they are being bought liberally for Fall, but as they have not the element of novelty to recommend them, buyers are searching for the something new that always comes up at this period for the new season. The Paris season is now at its height and the ideas in dress launched now in the gay city as a rule afford the advance indications that are acted upon for the coming Fall. Fashion reports from Paris are much more favorable to lace than they have been for the past few seasons, the laces used being all of light character such as Chantilly, Malines, Alencon and Bohemian laces. The fad is for flounces. Two flounces will trim the skirt, the third one forming the tunic or the peplum on the waist. Lace flounces used as draperies are favored by some of the leading model houses. In addition fichus of net edged with lace worn the dresses being one-piece models with the V opening at the neck filled in with a pleated frill and with the fichu finish. In short there is no indication stronger at the present moment than the use of transparent materials such as lace, fancy nets, chiffons, and crepes for even when the dress is of velvet or brocade the waist is of some such transparent fabric.



Net chemisette with collar attached, edged with net pleatings. Buttoned in front to give vest effect. Shown by Flett, Lowndes & Co.

New Models in Suits

The cutaway models are the popular sellers and while many are simple in style there is a decided tendency to favor the more fanciful suit. The cutaway models selling are on the blouse and peplum order and to many the fancy touch comes in the addition of a vest effect.

The blouse coat is becoming more prominent, both in Balkan and in the Russian styles. Summer suits of silk, serge and cotton fabrics often show the combining of two materials or colors. The coat will be made of blue, tan or rose ratine, either plain or brocaded and the skirt will be of plain or striped material. Cutaway coats in red or cadet serge accompany a skirt of the same.

Linen suits are showing in cutaway coat styles. This seems to be a concession to utility as they launder easily. Tan, blue, pink and mauve are the leading colors, and white and natural shades are also included.

Good Season in Wash Skirts

Manufacturers who make wash skirts are doing an excellent re-order business. The favored materials are eponge, piques and other cord fabrics, particularly reps and linens. In linens there is a new crepe weave that is much favored. Moderate priced skirts are cut in plain gore and panel back and front lines, but the more expensive models show drapery suggestions or are cut in peg-top fashion with the fulness drawn into a band at the bottom and a few models are slashed a few inches either at the side or in front.

Material skirts come in Bedford cords, serges, mixtures, eponges and coteles. Though the call is of a staple nature at present, manufacturers consider the outlook very promising, because the demand centres so largely upon the better priced skirt.

Then follows that of the suit skirt and all the new touches in drapery effects and in tucked and shirred backs and in complicated cutting, narrow at the feet and wider about the knee, comes in the separate as well as in the suit skirt.

Tried to Sell Himself

The experienced and affable salesman entered a merchant's place of business, only to receive the oft repeated yarn:

"Can't give you an order to-day. Already overstocked."

"Let me at least show you my samples," said the salesman.

"Spare yourself the trouble. I can't look at them."

"Then will you allow me to look at them myself. It is two weeks since I have seen them." —*Columbus Dispatch.*

DRESS GOODS AND FABRICS

Wide Choice in Fancy Trimming Silks Offered

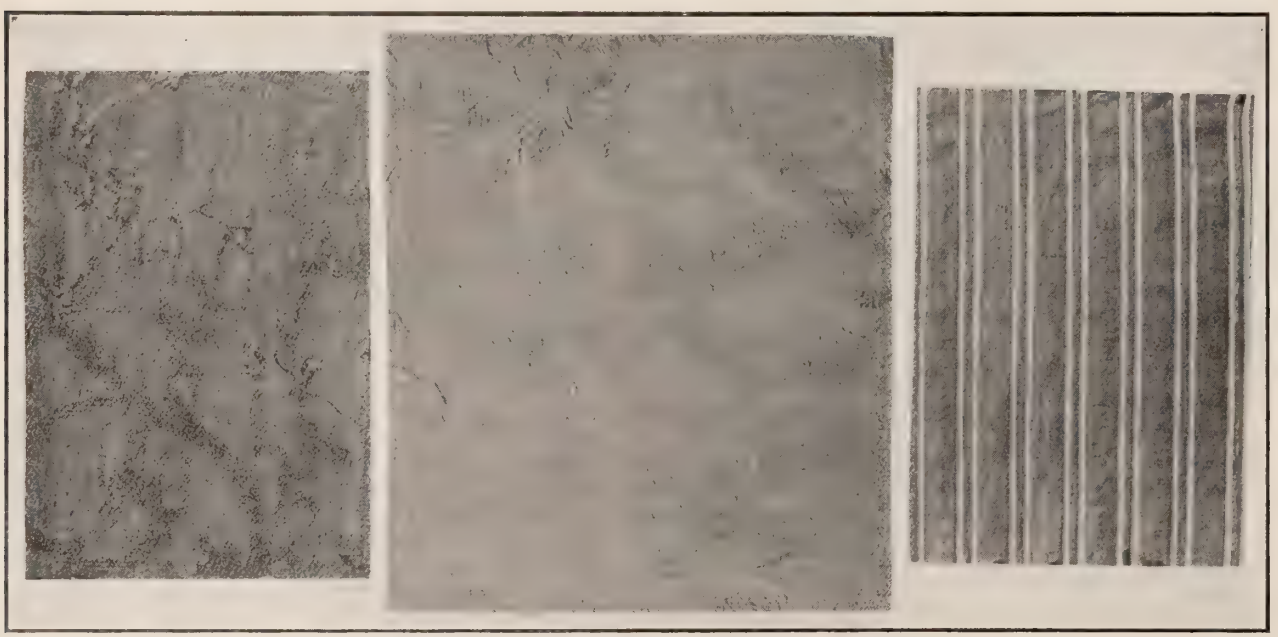
Printed novelty silks for trimming purposes, offered in brilliant colors and a wide choice of patterns—Oriental designs shown from many sources, as well as Futurist, Cubist, Jouy and many floral effects—Paris says Scotch plaids and Roman stripes.

REPORTS FROM Europe indicate that raw silk prices are very firm. Consumption is excellent and stocks are very much lower than usual at this time of the year. Last year's crop, it is said, is more completely used up than ever before, and old stocks carried over have almost completely disappeared, and the market is bare of the raw product. Cables from Milan report that Italian silks are already contracted ahead for delivery far into the Fall and the reelers now hesitate to name prices as they expect to pay a high figure for the new cocoons when they come into the market. The Yokohama market is quiet but prices have advanced slightly on medium and lower grade silks. Canton is also quiet with little stock on hand, and it is estimated that the greater part of the second crop is already contracted for.

There has been a slight decline in exchange in Shanghai which has been quickly met by a rise in values. The new crop is estimated to be 10% below that of last year.

It is very evident that fancy printed trimming silks are going to be a strong feature in the coming Fall and though novelties are continually appearing and the line is by no means complete, travelers out on the road are sending in nice size orders on this class of silks. The reason being that the vogue of bright colors will, in many cases, be satisfied by the trimming of a dark or neutral tinted gown with a brilliant multi-tinted fancy silk.

Bulgarian patterns have dropped out, killed by their over-popularity, but the vogue of bright colors is stronger than ever and in their place is showing a multitude of novelty designs in Arabian, Indian, Persian, Egyptian, Algerian, as well as more or less weird Cubist, Futurist and Post Impressionistic designs as well as pretty floral prints taken from Jouy prints. Included in these are many really beautiful



Kaiki silk, pronounced kee-ke. Japanese tub silk that washes well and gives excellent wear. Shown by Silks, Ltd. Brocaded silk and cotton crepe. Imported novelty brocaded crepe. Shown by Silks, Ltd.



AGENTS WANTED EVERYWHERE

Do you know that your customers have been waiting a long time to get such work as

Accordion Plaitings
Hemstitching
Plaited Skirts
Covered Buttons

done? You now have the opportunity of adding this important service to your store at a good profit for yourself.

We need one representative in your town to take orders for this work. By displaying our display card in your store, you will have constant demand.

Write for display card and prices.

TORONTO DRESS PLAITING CO.
600 Yonge Street, Toronto, Ont.

KING'S
Established 1775

Scotch Hollands, for nearly a century and a quarter, have been recognized by the Trade of the world as the most reliable and saleable shading made.

FAMOUS
Sold by leading jobbers

for its non-shrinking qualities, durability, coloring, and steadfast dyes. King's name on every piece.

SCOTCH
Every piece perfect

Hollands, of John King & Son, are handled by all the leading houses. Made in all colorings and widths.

HOLLANDS

They are popular because they are the most effective shading for the money in the market, and dealers can turn them over more quickly than any other.

JOHN KING & SON,
GLASGOW, SCOTLAND

Canadian Representatives:
CAMPBELL SMIBERT & CO.,
Montreal and Toronto

patterns and lovely color effects and one good feature is that every taste can be satisfied. The woman who affects the strange and bizarre can have it in colors that scream, or on the other hand, the woman of quiet, refined tastes, can buy a lovely color effect that is rich and in good taste and yet feel that she is perfectly in the mode.

All the world is looking to Paris these days for this is the time of the year when styles are born and become the vogue, as it were, over night. Whole gowns of printed silks in the most daring of color combinations were the sensation of the Longchamps races, and when the gown was of a sombre nature or of black or white it was relieved by a sash of very bright-colored silk.

Many of the model houses are introducing Scotch plaids. Cheruit is making up costumes with the skirt of plaids in which red, blue, yellow and green predominate with coats of ribbed silk. Scotch plaid sashes are also worn with tailored suits.

Another talked of novelty in fancy silks is the Roman stripe. There have been several efforts made to introduce the Roman stripe particularly in ribbons, but this season it is said that a novel idea in irregular widths should make for success. Wide stripes in silks are also among the novelties offered.

Leading Novelty Fabrics

Eponges and Velours de laine lead —High colors and evening shades are most prominent—Interest has been taken in cloakings up-to-date.

Up to now colors have sold best in cotton materials. Tans, yellows, pinks and Saxe and Copenhagen blues have been the big sellers, but mid-season selling should develop a demand for white materials. The present season has been remarkable for the very extensive sale of high-priced cotton novelties and there is no reason why this condition should not continue, for the crepes, ratines and eponges are particularly beautiful in white. There is little likelihood of the all white dress being a very strong feature, for color will be introduced in the form of sash or girdle, or there will be a blouse effect of brocaded ratine or printed crepe, voile or crepe neige.

With the end of the season in sight, ideas are forming as to the fabrics for another season. Both crepes and ratines and novelties combining both weaves are finishing the season in a strong position. Therefore, it is certain that another good season will be gotten out of these fabrics. Printed effects in floral patterns on the Jouy and Futurist order are the high novelties and doubtless there will be a further development in this direction for the Spring season of 1914.

Manufacturers and Jobbers

Should bear in mind this important fact, if they desire to approach the retailer who himself practices and believes in advertising, it is obvious that an appeal to him through advertising in "The Review" (the paper he reads) would most likely meet with greater success than any other method.

HINTS TO BUYERS

From information supplied by sellers, but for which the editors of the "Review" do not necessarily hold themselves responsible.

NEW NECKWEAR FIRM.

The M. A. Holladay Co., Ltd., is a new company which has been formed to continue the neckwear manufacturing business recently carried on by Sanderson's, Ltd., 66 Wellington Street, West Toronto. This firm is clearing out the Sanderson stock of fancy dry goods, and in future will devote their energies to the development of the manufacturing end. The ladies' neckwear made by the old firm enjoyed an enviable reputation, and this branch will be continued under the same management and the new firm will develop it in every possible way. In addition to making neckwear M. A. Holladay Co. is making to branch out into other manufacturing lines. A sample line of blouses is now about ready, and in the near future a line of dresses will be added.

* * *

CANADIAN CONVERTERS' ANNUAL MEETING.

The annual meeting of the Canadian Converters Co., Ltd., was held in Montreal, June 11. President James R. Gordon, in presenting his annual statement, pointed out that the trading profits for the year ended April 30 last were $130,485, which, after the payment of bond interest, dividends, etc., left the credit balance of profit and loss account $160,150, as against $141,770 on May 1st, 1912. Mr. Gordon stated that the trade prospects for the present year were good, and that the company was enjoying an excellent business.

The retiring board of directors was re-elected as follows: Jas. R. Gordon, president; Geo. R. Copping, vice-president; J. N. Laing, Jno. Baillie, J. M. Mackie, T. J. Rodger and Wm. G. R. Gordon.

* * *

Because of the addition of new partners (two nephews of members of the concern) the firm name of Reynier Freres, glove manufacturer, of Grenoble, France, has been changed to Reynier & Cie.

* * *

D.Allaird, Cooper & Co., 149 Notre Dame Street, Montreal, manufacturers of ladies' waists, have been suceeded by D'Allaird, Rettie, Ltd. The business will be carried on in future under the new title.

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MEN'S WEAR SECTION

Features of This Number

Furnishing's Store Designed on Original Lines.
Relative Value of Display and Store Space.
New Display Features of Palatial Store.
Novelties Predominate in Mens' Clothing.
Mackinaws are Finding Much Popularity.
Hat Manufacturers Make Marked Departures.
Cut-Away Collars are Finding Popularity.
Larger Ties in Gay and Rich Effects.
Speeding up the Collection of accounts.
Canada to Help Mid-summer Sales.
The Latest Methods of Showcase Lighting.
Salient Pointers for the Clothing Salesman.
Advertising is Salesmanship, Plus Publicity.

THE simple fact that a suit has been made to order does not place it above criticism. It is the quality of the tailoring, designing and fabric which safeguards the agent and his customers.

ART CLOTHES meet all the requirements of those who demand and desire high quality. They go a step farther than fitting perfectly, for they touch the hundred per cent. mark in every particular.

Fall and Winter equipments ready July 1. After providing for a waiting list of over fifty applications that could not be supplied last season, we will have a very limited number of outfits, so immediate application will be necessary.

Applications from reliable mens' wear stores or departments only considered—positively no cleaning or pressing stores or canvassers.

The Art Tailoring Company.
Toronto Limited. Canada

NOTE.—On July 1st, the corporate name of company will be changed to Cook Bros. & Allen, Limited.

What Limit to Special Sales?

In view of the discussion which has been carried in recent issues of The Review, in regard to the expediency and the effect of bargain sales, a point arises on which the opinions of readers are solicited.

> What limit should be put on the number of bargain sales, to prevent the loss of quality business?
>
> How should this branch of the business be regulated to secure the desired result in the way of increased turnover without at the same time hurting the quality connection of the store?

For the best practical replies to these questions The Review will pay from $2 to $5 each.

All replies must be in by July 12th. Address Editor, Dry Goods Review, 143 University Avenue, Toronto.

Furnishing Store Designed on Original Lines

Andrew McFarland, Brantford, has admirably arranged establishment — Clothing is stocked in manner that prevents depreciation—Lighting facilities of store are exceptionally good.

THE STORE of Andrew MacFarland, men's furnisher, Brantford, Ont., is one fitted out with original ideas to display goods, to prevent all clothing from becoming dusty and shop worn, and also to allow of splendid lighting facilities throughout. To prevent clothing from becoming dusty and shop-worn, all suits are kept on specially provided racks, coats being hung on hangers, and trousers being carefully laid on spacious wall shelves. Both racks and wall fixtures are provided with coverings, which, considered of insufficient service in themselves, are lined so as to render them absolutely dust proof. On wall fixtures the coverings take the form of curtains which slide along a brass rod. For preventing these curtains from showing in the day time, Mr MacFarland has worked out a rather novel idea in the form of a wide face moulding set out a small distance from the shelving. Thus the whole curtain can be slid along to one end of the section of shelving and concealed during hours when goods are on display.

Spacious stock rooms are fitted out on the second floor, and in these are kept all surplus stocks, so that when a suit is moved out from the racks on the main floor, its place can be immediately filled from the stock on the second.

One striking feature of the MacFarland store is that no goods of any kind are shown above wall fixtures. Commenting upon this. Mr. MacFarland stated: "We don't show any goods above wall fixtures. That is a part of the store where cleaning is often neglected, and owing to it being a difficult part to clean anyway, stocks rapidly become dusty, and thus incline to detract from the general appearance. We do not neglect this space, however, but use it for displaying all latest styles, display cards, and instructive cards of all kinds."

Throughout, the store is admirably well lighted. A large skylight and ventilator runs right across the centre of the store and diffuses a volume of light to all parts of the store through prism glass. The store front is also well arranged for lighting purposes. Space above the window is fitted with prism glass and as this shows a depth of about three feet, it also admits much light. Then, too, in the top of the display window proper is fitted a row of pebbled glass in depth about 18 inches. This has a double advantage. In the daytime it admits the light of the sun, and at night admits light from the electric lights in the window, which are arranged at the top of the window, in such a way as to throw light down directly on the goods on display. Thus, at night, on looking towards the front of the store from the interior, there appears a bright bar of light right across the store. This brightens up the appearance of the whole store front, and shows especially well as one leaves the store. In the rear of the store, above the stock room, there is also a long window extending across, so that lighting facilities throughout are of the best.

The store front from the exterior is so arranged as to permit of excellent displays of goods. Each window measures 8½ feet in depth by 11 feet in width, at front. As the entrance tapers towards the door rather more width is given in the back of the window.

Amongst other window fixtures, a heavy brass pole running along the back and end of windows at the top is used. This, Mr. MacFarland finds very useful in displaying trousers, or any goods which can be hung over a bar to show to advantage. Placed well up in the window, it also helps to build up a display and do away with a flat, low appearance.

Special provision is also made for preventing frost formations on the inside of windows. As well as having metal frames for that purpose, Mr. MacFarland has arranged frames so as to let in an extra volume of air and permits this to circulate through the window by means of ½ inch holes placed at intervals of six inches all along the edge of the window floor just inside the glass. Thus, free circulation is allowed, making the temperature on the inside the same as the temperature on the outside and in this way preventing formations of frost from interfering with window displays.

Two stock rooms are provided and for two distinct purposes. The one, on the second floor, as already stated, serves as a stock room for suits and heavier good as overcoats, raincoats, dressing gowns, etc. Just off this stock room is the alteration department which is placed close to the centre skylight and thus is provided with a full volume of light at all times. Here, clothing receives all alterations necessary to insure satisfaction in style and fit.

The stock room in the rear, which measures 20 x 30, is devoted to smaller lines as shirts, collars, underwear, and all goods which are being continually required and which are wanted in a hurry. It is Mr. MacFarland's intention to lay off a definite portion of this stock room for hats, which, up to the present time, have been kept in the same section with all



A view of the exterior of the store of Andrew McFarland, Brantford.



A view of the interior of the store of A. McFarland Brantford. This gives an excellent impression of the system used for showing goods.

other goods. This stock room also serves as a receiving room, goods being delivered from a lane running along the rear of the store.

Another point in connection with interior arrangement is the use made of space just behind windows. As the back in both windows is solid it serves as so much wall space. Here are located racks for hats, and on these are hung dust curtains similar to those on other wall fixtures.

Throughout the whole store originality prevails. Building to meet his own needs, Mr. MacFarland has arranged everything to suit his own desires, and has worked out many schemes which are original and effective. Display and light he considered two of the most striking features, and for this purpose the whole store is especially arranged.

The Need for Novelty Lines

THERE is much talk heard of the money stringency but it is not affecting the sale of men's clothing and furnishings to any appreciable extent. In some quarters complaints are heard of poor business but that is due to local conditions or to the decidedly unfavorable weather which has prevailed. The effect is being felt in one respect, however. It is bringing out lines of distinct novelty. Manufacturers have felt that, in view of the money conditions, it will be necessary to have something out of the ordinary to bring men to the point of buying with the readiness they display when money is freer. They have, in consequence, devoted their energies to securing distinctly new ideas and styles. Mention of some of the most important of these novelties will be found in this issue.

Calgary, Alta.—MacLeod Bros. have opened their new clothing store.

Kingston, Ont.—D. M. Spence is retiring from business.

Saskatoon, Sask.—S. J. Sheridan has moved into his new store.

New Display Features of Palatial Store



The above illustration shows the mens' wear store of Blairs', Limited, Ottawa, as it now appears. Two additional display features were recently added in the large electric sign above and the showcase in the centre of the doorway. As now constituted, the store has maximum display facilities for the frontage. The use of the space above the regular windows for showing goods adds very considerably to the space at the disposal of the firm for showing goods. Placing the showcase in the centre of the entrance has provided an exceptionally good place for the display of seasonable lines. In the photograph, it is occupied by the first stock of straw hats publicly displayed this season.

The Blair store is rightly considered one of the most palatial mens' wear stores in America. The fixtures and store furnishings cost in the neighborhood of $12,000, it is said. The store was opened in March, 1912, and a very satisfactory volume of business is being done.

Relative Value of Display and Store Space

Interesting problem arises in considering lay-out of store—Unusual depth given to display windows by L. J. Applegath & Son, hatters, Yonge St., Toronto — A description of their store.

"ATTEMPTING to make hat sales is almost sure to be met with failure unless hats can be extensively displayed," appears to be the principle upon which L. J. Applegath & Sons, hatters, Yonge St., Toronto, work.

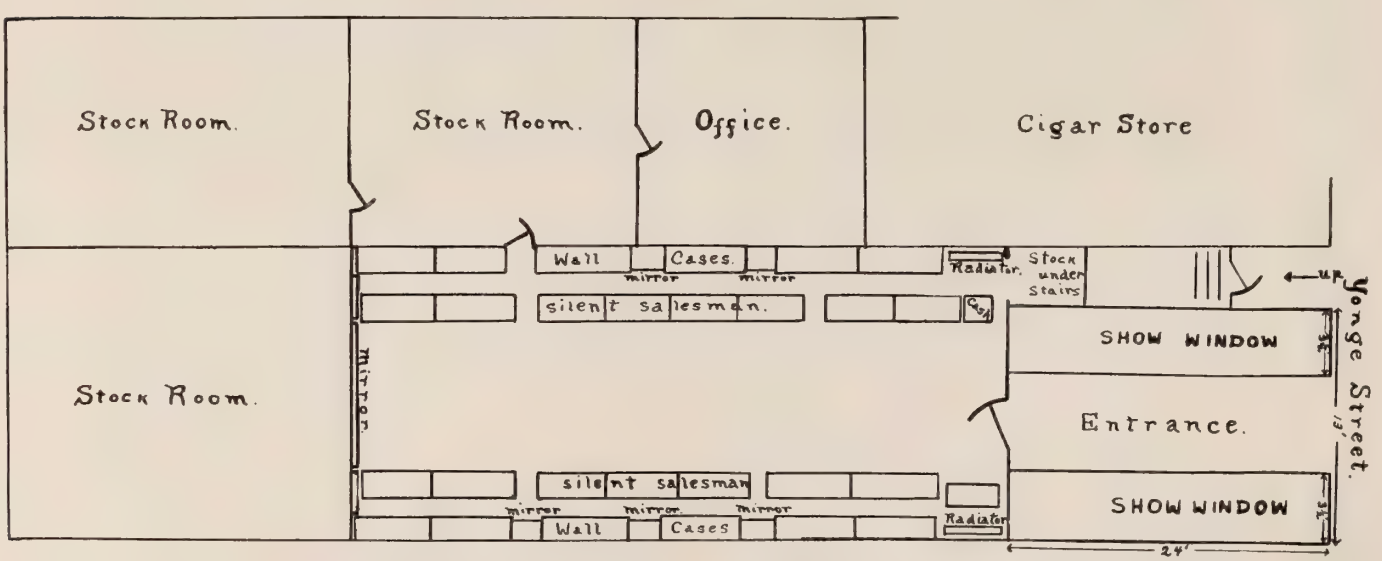
When making ready their new Yonge Street premises a novel feature was worked out in show windows. As the street frontage was only 13 feet, and from that had to be deducted the width of an entrance, little frontage remained for window display. Accordingly the firm made a wide entrance to their store, allowed only 3½ feet frontage for each window, but ran each window back to a depth of 24 feet. Thus a narrow, deep window was produced which provided practically every opportunity for displaying hats that would have been derived from a store with greater frontage.

Speaking of the window thus formed, Mr. Applegath stated: "We couldn't display hats here if we hadn't a window of this depth. The long, narrow window allows for the same principles of window dressing being worked out, as would be used had greater frontage been secured. Though the window is in reality very narrow, from the street the appearance of a big window is presented. This is aided very materially by part of a third side of one of the windows being of glass, which is permitted owing to the entrance to the stairway which leads up over the store."

The question as to whether such a window would be practical for anything but hats, or some similar article, naturally arises. Mr. Applegath claims that it would, and sees no reason why displays of any other line of goods should not be arranged as successfully and produce as good results.

From the inside as well as from the outside, the store presents the appearance of space being used to greatest advantage but without conveying the idea of anything being crowded. Both walls are fitted with wall cases provided with glass doors. These doors are hung with weights so that they can readily be raised up or lowered in order to get at the hats arranged inside. Mirrors also are hung with weights and set out from the wall to a distance almost even with the fronts of the wall cases. The space thus provided behind the mirrors is used for stocking silk hats, (which are left in boxes) hat bands, brushes, etc. Every arrangement tends to greatest display in neatest and cleanest form and in least space. Thus the idea in the window is worked out throughout the store interior also. All silent salesmen are especially made for hats, being 18 inches wide, and 40 inches high. The lower 10 inches, or base is formed of a marble slab. All woodwork is of bird-eye maple and in so far as possible a reproduction of the Yonge and Richmond store. As the floor is covered with linoleum, and the ceiling metallic, painted a cream color, the appearance of cleanliness prevails throughout.

(Continued on page 64.)



A ground plan of the store of L. J. Applegath & Sons, Toronto.



A view of the store of L. J. Applegath & Sons, Toronto. Note unusual depth of windows.



MENS CLOTHING AND FURNISHINGS



Clothes, Methods and Men

Clothing Prices Advance

A HIGHER price standard is being set in men's clothing, due to the increased cost of the material and the advance in the cost of doing business. The last named item is by long odds the more serious. Business costs have been careening madly upward for a long time back until they have now reached the point where the retailer must advance his prices to the public or go out of business.

The advance in the price of clothing is more marked in the United States than in Canada. A glance over the advertisements of prominent American clothing houses shows that the advance has been marked. One might even term it radical. The minimum price set by them is quite a few dollars higher than in past years.

* * *

Keeping Up a Good Front

UNDER most circumstances a man is judged by the "front" he puts up. If he looks prosperous, healthy, and alert, he wins immediate esteem. It is the same with the retail store. The store is judged by its front. The customer seeking a store wherein to make certain purchases appraises each store of the right kind until one is reached which seems to suit. Many points enter into the appraisal—the style of the store front, its cleanliness or otherwise, the size of the windows and the displays shown therein, the method of displaying the firm name, and the lighting appliances. When a store presents an up-to-date appearance in all the respects named, it is certain to draw a large share of the trade. No matter how good the stock carried or how efficient the service, the business done will fall far short of what it should be if the appearance of the store from the front is not inviting; just as a man who wears poor fitting clothes and presents a general appearance of "seediness" will fail to win respect, no matter how brainy he may be.

In this issue a view is presented of the recently improved store front of Blairs', Limited, Ottawa. This is typical of the best modern mens' wear stores, possessing the qualities required to draw trade to the store.

* * *

Keep Cards Up-to-date

THE STORE must always keep up with the seasons, and this is quite as necessary in the matter of cards as in anything else. The card writer can make his work doubly interesting by keeping them seasonable, and taking advantage of all current events. Thus when the baseball season starts, cards with drawings or cut-outs of ball players will have an undoubted interest. Every passing event of national or strictly local interest can be utilized by the card writer to give his work an additional interest for the passing throng of men.

* * *

Salvation to Smaller Trades

THE TORONTO GLOBE criticizes the Parcel Post Bill on the grounds that "the restricted zone will discourage the sending of farm products from the producer to the consumer in the cities." The Globe overlooks the point that the zone system will tend to prevent the mail order houses from draining the money from the country districts and centralizing it in the large cities.

If *The Globe* and other ardent admirers of parcel post would but stop to consider this point, they

would see that as money is drained from the country districts and brought to the large centres, never to return again, so much will those communities be weakened. We are continually reading in all these papers about country districts becoming impoverished, yet in the very next breath they advocate measures that tend to still further impoverish them. Did anyone ever hear of the large dailies criticizing the mail order business for weakening country communities? Yet there is all kinds of evidence that they have done so, and there is no good reason why further power should be put into their hands by the Government.

Neither *The Globe,* nor any other paper, can show that the original advocates of parcel post were the working men or farmers. The scheme is one apparently worked up by catalogue houses, backed by large daily papers.

The restricted zone system—if the postage for the second zone is great enough—is going to be the salvation of the small, aggressive trader. He should be in a position to sell more goods to the farmer and at the same time would not be further harassed by the distant big houses.

* * *

Paying Accounts Promptly

IT IS good business for the merchant to always keep the decks clear as far as paying accounts due is concerned. If he includes this among his policies he is going to make himself a better merchant. Every good merchant insists on paying his bills when they fall due, and because of his policy in this respect he insists on getting his own money promptly. This keeps the business on a good, sound basis always, improves his credit standing, and gives him a reputation for straight business dealings among all his associates.

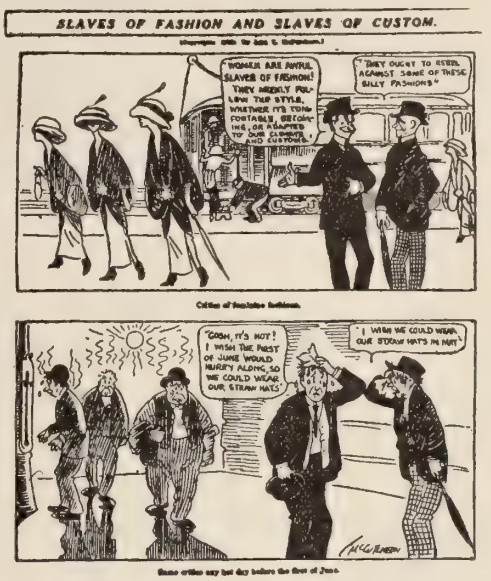
But the strongest argument for the payment of accounts promptly is that it keeps the dealer on the move getting in his own money, thus cutting down outstanding accounts to a minimum.

* * *

Man and Sensible Dress

MAN IS contradictory in the matter of dress. In some respects, he is a sensible dresser; in others he shows a singular lack of common sense. The lack is displayed most prominently during the warm months, when he appears in heavy coat and vest, with high collar and, sometimes, a heavy hat. It is not intended to say that all men do this, but a sufficient number do to create proof for the charge that common sense does not always enter into masculine sartorial arrangements.

Men were worse offenders in this respect than they are now. Time was when no self-respecting man of any importance whatever would, no matter



how high the temperature might be, appear without heavy coat, waistcoat and top hat. There has been a great reformation since that time, but there is still much room for improvement.

* * *

The men's furnisher should do his utmost to teach customers to dress properly in the summer weather. This he can do by featuring the proper articles, such as light underwear, negligees, belts, and so on, and by talking strongly along this line to customers. Not only is it in the best interests of the customer himself to show him how to dress comfortably and attractively, but it is also good for business.

Guelph, Ont.—The death is announced of Purvis E. Laurason who was formerly employed here with D. E. Macdonald & Bros., and later with Kelelur & Hendley.

Ferdinand Barbier, Canadian representative of Charles Perrin & Cie, Grenoble, France, glove manufacturers, left last month for a trip to Europe. He will be away about three months.

Plainer Cloths in Quiet Patterns the Rule

The keynote of men's clothing for next Fall and Winter—English effect will prevail largely in cut—Unpadded shoulders the rule—Some firms are making coats more loose fitting—Overcoating styles.

PLAINER CLOTHS in quieter patterns, and styles of cut to correspond, would appear the keynote of the men's clothing situation for next Fall and Winter. The tendency with some firms is still strongly towards making styles look smaller in keeping with women's clothing at the present time. Thus the tall slender or English effect will again be good. Other firms, however, are breaking away from this to some extent, and, though they continue to make the shoulders unpadded and narrow, still give the coat a more loose fitting appearance. These firms follow American rather than English styles, or in other words, attempt to get away from the cut of suit which follows directly along individual lines. This difference, however, is not developed to a great extent, and in most particulars both parties are following out the same principles.

That everything will be soft is probably one of the most striking features about the coat most popular for next Fall. Long soft rolls, but with a few coming high again, soft fronts, some short collars, high gorge, and plain seams, these with a total absence of over-padding, which would render an out-of-proportion effect, and modesty in pattern, constitute the plainness and quietness in effect so desirable for the coming season.

Tendency, too, is towards narrow shoulders. With some firms sleeves and body of coat will be tight in proportion, but with others styles will tend more to loose-fitting effects. Backs shown are with or without vent, but the majority strongly favor vents.

Single breasted coats will again be the favorite, but after Norfolks being introduced so strongly this season and after the leaning which American houses show to double breasted styles, it would appear that double breasted coats are likely to be worn rather more extensively than for some time. One firm predicts the rounded front, three button such as the coat most popular for young men.

Trousers are for the most part straight and narrow to correspond with the cut of coat. Some measurements in the States are reported as 18½ inch knee and 16½ inch bottom, but the conservative Canadian tastes have not taken up with these extremes and prefer measurements running 20 inch to 21 inch and even to 22 inch at knee, and wide at the bottom in proportion. Cuffed bottoms will be worn almost exclusively, as during present season. Peg tops are almost totally absent in new showings, the up-to-date trouser being ordinary hanging, and producing a tall slim effect.

The six buttoned vest, buttoned high, will again be popular, showing, if anything, a rather higher effect. To set it off a little edge trimming in many cases will again be used.

Though tweeds have had a heavy run for the past two or three seasons, it is now thought that worsteds will have the foremost place. All stuff is of modest pattern. Hair lines and fine shepherds' plaids are very popular on the other side. These latter are being worn quite extensively by both men and women, but as they are about ⅛ inch check and with no particular pattern, quite a plain effect is produced. It is thought, however, that Canada will favor a plain, narrow stripe, or probably a small check, stripes in most cases being on the straight rather than on the diagonal. This is noted especially in better quality goods.

Colorings are somewhat a matter of opinion, but greys and browns in dark shades with some blue-greys, will be most popular. Quite a pleasing effect is produced by a plain narrow stripe of blue and grey tint on a background of brown. Mixtures especially involving blues and greys, too, will be quite popular, but in all tendency is towards modesty in colorings and appearance.

* * *

Ulster Overcoat Styles

The predominating feature in styles of ulster overcoats for next Fall and Winter will be the shawl roll collar. Both neatness and efficiency were proved to be marked characteristics of this collar last Winter so that during the coming season even greater popularity than ever is likely to be met with.

Double breasted styles are again being prepared for the Canadian trade, although in the States there is a strong tendency towards single breasted coats, buttoned through. Some of these latter are also likely to be worn in Canada, but more particularly in the larger cities of Ontario. A single breasted fly coat front coat with shawl roll collar is also being introduced, but as yet this is merely an experiment and it is not known how the trade will take it up. But of all, the double breasted is likely to be most popular. In these, backs will be cut full, and belted, so as to gather in a lot of the fullness. Some firms tend to make coats in shorter lengths, but others finding

(Continued on page 62.)



"Black Prince"

A Shirt with Selling Features

"BLACK PRINCE" is made from a fleece-back black serge, absolutely fast, and fully guaranteed to stand the wear and wash.

This cloth is confined to us and made specially for BLACK PRINCE Shirts. BLACK PRINCE is cut full in body and long in the sleeves, and every seam is double stitched.

Merchants can urge the sale of this shirt to any customer, with the assurance that it will give satisfaction. You will have no trouble about the size we make.

Write to your wholesaler to-day for sample and price.

Stocked by most wholesalers; made and guaranteed by

The Canadian Converters Co. Limited
Montreal

KNIT GOODS NEWS

Mackinaws are Finding Much Popularity

The sale of sweater coats has not suffered, however—Sweater coats for Fall, 1914, will be modeled on plain, straight lines, but will be decidedly brighter in point of colorings.

AS PREDICTED in a recent issue of The Review, the mackinaw is coming into great favor. Already the manufacturers are experiencing a heavy demand; in fact, in some cases they are sold up or are not in a position to promise delivery until a late date.

Retailers who are showing the line report that they are finding the demand both substantial and insistent. The mackinaw apparently has "caught on" with the public. It is picturesque as well as comfortable and most men do not object in the least to wearing something which draws attention their way, provided it does not too far transgress the laws of sane apparel. And so the mackinaw has found a handy and useful garment. It makes an ideal golfing jacket and is suitable for all outing and athletic purposes. The baseball player has shown a particular fondness for the Norfolk and they are now used to a great extent by players when on the bench. This undoubtedly has helped the vogue among amateur sportsmen who, consciously or unconsciously, imitate the professional even in mannerisms of dress.

The Norfolk is the favored style though other varieties are also reported to be selling well.

The popularity of the mackinaw is due to the fact that it serves the same purpose as a sweater coat, but has the additional attraction of novelty.

It must not be assumed, however, that the mackinaw vogue is affecting the sale of sweater coats to any appreciable extent. The sweater coat has become a necessity. It is worn everywhere and is adapted to every purpose. Men wear sweater coats at work, during recreation and around the house. They have come to fill such an important part in man's sartorial requirements that he could not now do without one. He often wonders, in fact, how he ever got along without such an article before. The mackinaw is a novelty which fulfills some of the functions of the sweater coat, but which will hardly be used for all purposes. Therefore, it is not and never will hurt the sale of the staple article.

STRAIGHT LINES FAVORED.

The sweater coat for Fall 1914 will be on plain, mannish lines. All indications point so unmistakably in that direction that it can be stated positively.

This applies both to coats for women and for men. The tendency has been to bring the styles so closely together that there will be practically no divergence or radical difference. This has been accomplished to the extent that some styles are sold for both men and women.

Everything points to a complete surrender to the demand for straight mannish lines. Fancy racks will not be sold as much, favor being shown rather to brushed knit and plain rack finishes. The result will be the advent of garments of undoubted utility and highly attractive from their very simplicity.

This tendency will be so strong that it will almost certainly prevent any distinct surrender in women's styles to the general trend in garments toward the cutaway style. The straight lines will in practically all staple numbers be adhered to.

The influence of dress fashions will be manifested in another direction, however—in colorings. The Review has already given a forecast of the popular shades but a recapitulation will be in order.

The colors of the yarns selected will include all the staple shades and about 20 more. For women's garments, the following will be found: straw, primrose, cerise, light grays, light and dark blues, saxe, deep red tones, tans, browns, and varying shades of olive, apple green and purple. For men the shades will naturally enough be darker and will include soft browns and tans, grays of a silver and greenish tinge.

The general effect will be brighter and more striking. It is, therefore, safe to expect some unusual and vivid combinations. The straight and quiet design of the garments will in many respects be offset by the brilliance of the colorings and the ranges will, therefore, have an appeal for all classes.

An endless chain



of

More Business

Pen-angle Closed-Crotch Combination Suits displayed in your windows will mean **an endless chain of MORE BUSINESS**. Perfect-fitting and comfortable (in crotch and seat.) No **other** line of Underwear your store can carry will take so well, and you can be sure that **every** sale will be followed by **another**. And every **new** customer is another link added to your **endless chain of more** business.
Is your Pen-Angle stock ready? If not—order NOW.

Penmans Limited
Paris - Canada

UNDERWEAR HOSIERY SWEATERS

Pen-Angle UNDERWEAR

Larger Ties in Gay and Rich Effects

THAT GAY, rich and showy effects will form a great feature in the neckwear business during the Fall and probably on into the Winter is now becoming apparent. Silks for the coming season have been ordered, and in some cases have already been received from the factories. To describe all in a word would be difficult. No particular fad will be uppermost, but larger ties in gay rich effects, and with strong favor shown towards bordered ends, probably sizes up the situation.

This sums up the situation with regard to neckwear—A strong tendency is noted toward bordered ends—Manufacturers appear to agree on larger scarfs.

Ramchundas and foulard silks which are now running, while not totally absent in Fall, will not be nearly so popular. Tendency is all towards a rich, showy silk with bright striking borders, which, no matter whether pleasing or displeasing to the sense of harmony and taste, cannot fail to attract attention. Borders will be plain and in colors either to match or to show a striking contrast. Tendency, however, will be towards brighter and bolder novelties with regard to design printed than have appeared for some time.

As to the design itself, several manufacturers are showing samples with a strong tendency towards floral designs both in medium and large effects and with bright colored shootings. Some silks show floral designs worked in so as to produce a striped effect, while others show all-over floral effects, but in all one of the striking features will be the rich deep border either to match the color of the background of the rest of the scarf or to bring out both by contrast.

Regarding shape and size, all manufacturers appear to agree on larger scarfs. One goes so far as to state: "Scarfs will most decidedly be made in large full shapes, cut on the bias, and with open ends." Straight ties although not in great demand, will undoubtedly sell to some extent but probably more particularly amongst cheaper goods, as tendency in better silks is to run a large full scarf.

THE COLOR SCHEMES.

Color schemes in silks will be many and various, blues, cardinals, and golds probably still predominating. One manufacturer has ordered silk in the proportion of two yards of blues, cardinals and golds, to one yard of greens and purples. This shows in a concrete way what this firm look forward to regarding demand for the various colors. Grey, of course, which has always been a staple in the past, will continue to be strong, and will be worn extensively by those who will avoid the rich showy effects in other colors.

Regarding knitted neckwear, American houses appear to be ordering as heavily if not even more extensively than ever. Here, too, gay effects showing striking combinations will be most popular. All kinds of fancy mottled colors will be found, but probably best selling effects will be made up of heather combinations and stripes. These stripes, it is claimed, will be very gay, producing a gay even to a gaudy effect in some. To suit the American desires, some houses claim they can't get gay enough

(Continued on page 62.)



Samples of neckwear for Fall, 1913, showing heavy bordered ends. Colors in these are rich to gayness, borders making a striking contrast with the other colors in the scarf. Scarf on left shows underknot effect, which is meeting with much favor. Floral designs in stripe effects will also be popular. Courtesy of E. & S. Currie, Ltd., Toronto.



A Tonic For Your Collar Trade—

CHALLENGE COLLARS

The stimulation of your collar trade lies in the showing of collars that have exclusive features—collars that give better and more satisfactory wear. The Challenge Waterproof Collars are made in four grades of coated cloth and two grades of solid stock each superior to any other make at the same price. They are as dressy as ordinary linen collars, but require no laundering other than soap, water and sponge.

SEND FOR SAMPLES

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of Canada, Limited

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Eastern Agent: Duncan Bell, 301 St. James St., Montreal
Ontario Agents: J. A. Chantler & Co., 8-10 Wellington E., Toronto
Western Agent: R. J. Quigley, 212 Hammond Block, Winnipeg



"Craftana"



THE HALL-MARK OF Registered No. 262,005

Maximum Comfort and Durability at Minimum Cost.

FIRST In the Field and STILL LEADING.

Made on the ***GRADUATED PRINCIPLE,*** and starting with *TWO THREADS in the TOP*, it increases in *WEAR-RESISTING PROPERTIES* as it descends Thus *THE LEG HAS THREE THREADS, THE INSTEP AND FOOT FOUR*, and the *HEEL* and *TOE FIVE.* By this process the *WEIGHT* and *STRENGTH* of the Sock are where they are most needed *IN THE FEET*, making it essentially

A HALF HOSE FOR HARD WEAR

Absolutely Seamless.
Perfect in Fit.
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THE ACME OF PERFECTION IN FOOTWEAR

To be had from any of the Leading Wholesale Dry Goods Houses

"KING EDWARD" SUSPENDERS

Retail 50 C. Price



Easily the best value in suspenders. The comfort-promoting construction and excellent finish of "King Edward" Suspenders make them very rapid sellers.

Berlin Suspender Co., Ltd.
BERLIN :: ONTARIO

Cut-away Collars are Finding Popularity

The best seller is the collar which meets at top and cuts away at wide angle, showing the neck scarf to best possible advantage—Big demand for pointed collars but extremes are not selling very extensively at present.

THE STYLE of collar now being introduced which appears most likely to be good for Summer and Fall wear is the cut-away collar which meets at the top and begins to cut-away right therefrom. This, through being a comfortable collar, and at the same time a neat, dressy style, allowing of a good display of neck scarf, would appear likely to have a good run well on into Fall, and will be worn extensively by all who are particular about their dress.

While the close-fitting collar will still be sold, and worn extensively owing to past popularity, for fashionable dressers it will cut little figure as compared with the cut-away style.

Another low collar for Summer is one with long outside square points. This is supposed to be worn with a high cut vest and with the points out over the vest. The inside band is low so that in style it is largely a Summer collar, but owing to its extreme nature, is not being taken up to any great extent by the conservative Canadian trade. One of the largest buyers of collars in Toronto has bought only in dozens. This fact shows the way in which the collar is here regarded . In New York, however, demand for it is picking up.

Another collar appearing and gaining greater popularity has a low inside band, and outside band similar to the one just mentioned, only not nearly so extreme. While the band is low, and causes the collar to fit low, still the whole presents the appearance of a high collar, and for this reason is likely to gain some recognition for Summer wear.

For dress purposes the collar likely to be used exclusively by fashionable dressers is a wing collar with small round wing. Even now this style is giving the straight band collar a good run for popularity for dress purposes, and is said to be likely to increase very greatly before the Summer is over. In a larger wing this is also likely to be worn on the street.

An effort has been made to revive the collar with inner band cut-away, leaving an opening at the top. This was worn extensively with bat wings for a time, but owing to discomfort resulting through the collar pinching the neck, this style had never become very popular.

In shirts, sorting season has scarcely opened up yet, owing to heavy orders placed last Spring and it is even predicted by some manufacturers that sorting orders will not cut much of a figure this year. At any rate opinion seems to be general that orders will be more markedly for staple lines, or what is commonly termed bread and butter stuff. Probably hair lines in blue and black will be best. At any rate there seems to be a tendency to avoid everything fancy, and to cling to plain styles in a fairly inexpensive shirt.

For Spring manufacturers are only now working on the cloths, so that it will be some little time before any lines are shown to any extent.

Plainer Cloths in Quiet Patterns the Rule

(Continued from page 56.)

a demand, especially from the West, for even longer lengths are preparing to meet that requirement. Probably a common length in single breasted will be 50 inches, and in double 52 inches.

With the introduction of a great number of fancy backs again this year pockets will have to be either patch or outside or bellows on inside. All will be cut straight as during last season.

As to material, Chinchillas in blues and greys, and naps in browns, are likely to be most popular. Of these perhaps blues will have the greatest run.

For a more dressy coat the plain box-back regular Chesterfield is again likely to be most popular. These will run in lengths about 44 or 46 inches, and in style will be much the same as during last season.

In all there appears a tendency towards lighter weight coats. Claiming that there was no necessity for such heavy coats as were worn in some sections of Ontario last year, manufacturers are turning out a lighter coat for milder climates, and reserving their heavy materials for their northern and western trade. But taken as a whole no great change in weight will be made from last year.

Larger Ties in Gay and Rich Effects

(Continued from page 60.)

effects. In New York, combinations showing a bright shade of pink have been seen.

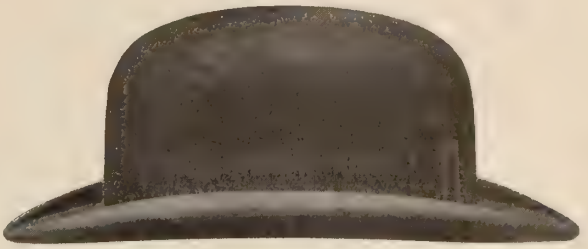
Most of these scarfs will be high in price, large, and with flowing ends. Stripes will be both straight bar and fancy bar and show contrast rather than a match. These, in many cases will be woven well up in the scarf so that, when tied, they will appear slightly below the knot.

While some manufacturers are of the opinion that knitted neckwear will be better for Spring, 1914, others are inclined to push these right ahead now, introducing them fairly strongly for Fall, 1913, and quite strongly for the Winter and Spring to follow.

Hat Manufacturers Make Marked Departures

Distinctly new styles are needed to win attention to hats—Rolled brims and wide bands are features—Bows on stiff hats are being shown at side, quarter and back—The popularity of the cap.





Two views of hat with rolled rim and buckle on bow; latest features mentioned in accompanying article. Shown by courtesy Chas. C. Punchard & Co.

MORE THAN ever has the aim in the hat business this year been to get something decidedly new and out of the ordinary. Business has been dull, and in order to attract attention a marked departure has been made. Various conditions have caused unrest in the trade. Among these are the recent change in administration in the States, the proposed change in tariff, and general financial stringency. The outcome of all of these is uncertain, but probably more particularly of the first two, so that amongst the trade much uneasiness at present prevails. Then, too, dullness in hats is attributed to the unusual popularity this season of caps. Many more caps have been made this year than usual, and demand for them has run high. Against all these opposing factors, then, hat manufacturers are endeavoring to introduce such a line as will force attention and build up a demand, regardless of all trade dullness.

In both soft and stiff hats the tendency is towards a slightly higher, fuller crown, with a trifle narrower brim, and away from low crowns and wide brims, which in the past have been popular.

In the stiff hat the newest feature will be a heavy rolled brim, which, after the flat brims, up till now so popular, will be a decided change. Crowns, too, are higher, popular measurements being 4¾ inches x 2 inches or 2⅛ inches, with some 5 inches x 2 inches or 2⅛ inches, and 5¼inches x 2¼ inches or 2½ inches. But in all a heavy rolled brim will be the feature.

In trimming the tendency will be strongly to wider ribbed bands, with heavier ribs. Some run as deep as 26 or 27 lines, an equivalent of about 2¼ inches. Bows will be worn either at the side or on the quarter, with some even at the back, and will be ornamented with plain metal buckles or buttons. Aim is entirely to get something new, and while bows were worn on the quarter or at the back in soft hats last season, this is a decided change in stiff hat styles.

In soft hats, too, deeper crowns will prevail. Measurements in crowns run 5 inches, 5½ inches and 6 inches, and in brims 2 inches, 2¼ inches and 2½ inches. Crowns will, of course, be indented, which will tend to minimize the height. Tendency is towards a fuller crown, some even bordering on the square.

Call in New York has been strong for both green and navy. After the run green had last season it was thought that this color would go out, and in buying trimmings, manufacturers considered it rather a risky proposition to buy green bands; but now these have come back strong, and with navy will be most popular for another season. Taffeta bands will have greatest call, and will be shown in greater depth with heavier ribs.

Of all soft hats probably velours will have the greatest run. More of these are now being made than any other kind, both in men's and women's hats, so that marked popularity is expected. There is also a demand outside velours for hats rough in finish. Anything bordering on the velour in imitation will be preferred, however, to the smoother felts. Apart from velours and imitation velours, plain felts will be seen slightly, and in these, finish will be fairly smooth.

Trimmings during fall season show a tendency to revert to the old style with bows at the side. Some are still shown with bows at the back, but tendency is rather away from that style and towards the more staple fashion. Whether caps will be as popular for fall as they are at present is a question which has not yet been decided. One manufacturer who returned only recently from New York claims that he saw no caps shown save what are now being worn—namely, a silk cap after the pocket style. It is thought, however, that the cap will still hold popular, and be worn extensively during the coming fall season.

R. M. A. Notes

St. Thomas Merchants Re-organization

On Thursday night, June 5, the Retail Merchants turned out for the election of Officers, meeting in the board room of the City Hall. The meeting was started, but it was soon found that the room was not capable of holding them, so it was moved to the large council chamber.

The meeting was alive from start to finish. There was keen competition for the election of officers, and ballots had to be taken each time.

A merchants' picnic was discussed and it is most likely one will be held this summer.

The following officers were elected:—

President—B. Brick, of Mickleborough, dry goods.

1st. Vice-President—P. L. Egan, grocer.

2nd. Vice-President—G. E. Hill, baker.

Treasurer—N. C. Johnston, coal and wood.

Secretary—S. L. Graham, men's wear.

* * *

Newmarket Officers

Several branches of the Retail Merchants' Association have been formed in the last few weeks, and nearly all merchants in the various places have enrolled as members, making good strong branches of the Association.

The following officers elected in Newmarket are:—

President—C. S. McAuley, grocer.

1st. Vice-President—J. S. Osborne, butcher.

2nd. Vice-President—C. Willis, tailor.

Treasurer—W. S. Bosworth, grocer.

Secretary—H. B. Marshall, grocer.

* * *

St. Mary's Officers

President—A. H. Loft, dry goods.

1st. Vice-President—W. R. Butcher, grocer.

2nd. Vice-President—J. D. Martin, coal and wood.

Treasurer—J. Ready, boots and shoes.

Secretary—B. L. Lancaster, general store.

* * *

Aylmer Officers

President—J. M. Wrong, dry goods.

1st. Vice-President—J. M. Farthing, dry goods.

2nd. Vice-President—J. G. Heiter, grocer.

Treasurer—L. T. Young, grocer.

Secretary—H. L. Charlton, grocer.

Hudson's Bay May Dividend

London.—The Hudson Bay Company announce a final dividend of thirty per cent., plus a bonus of ten per cent., making the total fifty per cent. for the past twelve months. The Standard points out the company has made a new departure in regard to announcing the dividend, preferring now to make it "in percentage form," rather than on the actual amount of dividend.

"On this occasion," says the paper, "management don't announce the balance forward, which makes it impossible to gauge closely how company has done as compared with last year. Twenty per cent. of the dividend is derived from trading and thirty per cent. from land sales.

—⚙—

Saskatoon, Sask.—A clothing factory which will employ at the start eighty hands, and which shortly is expected to give employment to 150, is the latest industry to be signed up by the Industrial League, after negotiations lasting for three weeks. The deal was completed yesterday. The head of the new concern is S. Selcer, formerly of the Alaska Fur Company, Minneapolis, who had about fifteen years' experience in the clothing manufacturing business in Minneapolis and Chicago. He has organized a concern to be known as The Saskatoon Garment Manufacturing Company, Limited, capitalized at $50,000, which will manufacture overalls, workmen's shirts and mackinaw clothing.

—⚙—

Relative Value of Display and Floor Space

(Continued from page 52.)

From the accompanying illustration it will be noticed that stock rooms are quite extensive. Here stock for both the Applegath stores are kept and as there is also space in the basement, no lack of room is felt.

The store proper, it will be noticed, terminates about 25 feet from the rear of the building. This was done providing space in plenty for the present, but left in such a way that it would be a simple matter to extend the store right to the rear of the building if necessary, and confine all stock to basement, and side stock rooms.

But of the whole store, the windows are the main feature. Providing two 24 ft. windows with a frontage of only 13 feet, and in such a way as to allow of successful window trimming is the strong point of the store. Mr. Applegath claims it should work just as well with anything else, as with hats. In a similar manner, then, could many of the small frontage difficulties be overcome.

It is interesting to note that the depth of the windows runs close to the total depth of the store. An interesting problem arises as to the relative value of display and store space.

Novelties Predominate in Men's Clothing

New York paper comments on style tendencies there—Checks in black and white have sold well — Fancies are reported to be in a strong position for the Fall demand — Other features.

THE FOLLOWING interesting commentary on New York styles in men's clothing is reproduced from the Reporter:

As the season advances the sales of men's apparel increase, and right now the clothing departments and exclusive shops are busy distributing merchandise to the consumer.

This condition is noticeable in the large stores, but it surely reflects similar conditions elsewhere. Consumers have the same opportunities to see the season's best styles in the stores in smaller centres which to-day are more thoroughly recognized than ever as important distributors. More attention is being paid to this trade than ever before. Manufacturers see to it that the country merchant is carefully looked after, and that he has the proper merchandise to display.

There's a reason.

The men and young men to-day study styles in fashion magazines and in the advertisements. They observe styles worn on the streets of the cities they may visit. The old "foggy" retailer, who cannot supply the demand, cannot compete with the modern merchant, who can and does supply it.

DEMAND FOR NOVELTIES AND CHECKS.

Black-and-white checks have been greatly in evidence, particularly in the very small broken effects, or crow-foot checks, as they are called, and the shepherd checks. In the earliest showings these were taken well, and now the retailers are "cashing in" on the liberal demand which continues for them. It is important to mention that the tendency to-day is toward novelties rather than plain cloths. Cheviots, rough worsteds and the like in colors and two-tone effects are selling well with the retailers. The hair line blue and black cheviots and worsted are preferred to the plain colors in serges and hard-finished worsteds.

For Fall the situation is similar. The strong combinations of black-and-white checks cannot be said to be so desirable for the coming season, but various fancies are in good position in all lines, including boys' and young men's lines. Norfolk styles are popular in the Spring showings, and they promise well for the coming season. In boys' suits the knickerbocker trousers are still in evidence, and the style in general effect will be practically the same as it has been for a long time.

SHOWING CLOTHES TO GOOD EFFECT.

Glass-front hanger cases have come into such common use, and they have so many advantages over the old fashioned method of showing merchandise from a pile that the modern methods of selling make it easy for the live and up-to-date dealer to take precedence over his ancient "brother" across the street. A good stock of merchandise deserves good treatment, and since better methods of merchandising are possible, it should have this treatment. The crushed and wrinkled appearance of a coat as it is pulled from a pile will often discourage the customer who knows that the stock of another merchant is kept in a smoother and better condition.

Such care as is made possible by modern equipment increases the efficiency of the salesman, and at the same time gives the store a greater amount of prestige. The amount of sales are not only directly increased but the stock is incidentally kept in a cleaner and better condition. It is worth one hundred cents on the dollar for a longer time than it would otherwise be.

SILK SHIRTS GROW MORE POPULAR.

Silk shirts and the imitations have never been in a stronger position than they occupy to-day. The light weight feature of them is greatly in their favor, and their dressiness when worn without a coat also makes a strong appeal. The only thing that stands in the way of the all-silk shirt is the price. It sells from $4 to $7 at retail. This is a little too high for the average customer.

A more popular price is to be obtained in the silk and linen mixtures in the same effects and in the mercerized cloths. These are to be had at about $2 to $3.50. Most of this class of shirts are made with the soft double turn cuffs, and many of them have the soft collars of the same material as the shirt.

LATE STYLES IN MEN'S NECKWEAR.

The latest note in neckwear is that of the Bulgarian and the Cubist styles which have been raging in silks for a few weeks. The Bulgarians furnished some attractive patterns for our neckwear manufacturers, and the modern Cubist influence has lent some novel ideas which have been adopted and have proven very satisfactory. These have sold well to the trade, and in turn have been received very favorably by the consumer. The popular price in these is fifty cents, although better grades have met with good sale in the better class of trade.

Prince of Wales Has His Own Ideas on Dress

He is inclined to disregard rules or to make them to suit himself—He may prove a sartorial dictator in later years —Some of his present ideas explained.

THE PRINCE of Wales is yet too young to be "arbiter elegantiarum," but the time may come. At present London's fashionable youths are much perturbed because they do not find that the Prince sets the seal of his approval on their taste in elegant attire. While they are specially punctilious in the observance of certain modes, the Prince makes a point, it might almost be said, of ignoring these customs. For example, he invariably wears his gloves buttoned and never leaves the ends open and tucked down over the wrist, as is the custom of the young "swell."

He wears a stand-up-turned-down collar with a frock or morning coat, simply because that sort of collar is more comfortable than the plain stand-up collar.

AS TO THE COLLAR.

Several members in the royal household, it may be mentioned, have lately followed the young Prince's example in this matter and have discarded the stand-up collar altogether except in the evening; by general consent a stand up collar with small wings looks smarter in the evening than a turned down collar—and such a collar is always worn by the Prince.

The taste of the Prince in the matter of socks, however, delights the heart of the youth of fashion, for he frankly confesses to a taste for gaily patterned socks. These socks are made to order from designs that are submitted to the Prince, who has two or three pairs made to go with each of his suits. The dress bills of the Prince are naturally beginning to rise, but nevertheless, he does not throw money away on clothes. He generally orders half a dozen suits at a time, and does this at most three times a year. Though the Prince is "fitted" at his tailor's when necessary, his tailors have an accurate model of his figure and one fitting is the most that is necessary.

WEARS SOFT SHIRTS.

The heir apparent has a great liking for soft shirts and wears ordinary white shirts as seldom as possible.

His favorite day attire is a knicker suit and soft shirt and collar, and directly he gets out of London he gets into such a suit as early as possible.

In the matter of walking sticks the Prince bids fair to exceed his grandfather's famous collection in number and interest, but of the thirty walking sticks he possesses the Prince rarely carries any but a large crooked gold mounted stick given him by the Kaiser when he came over to attend King Edward's funeral.

This particular stick at Oxford is known as the "Prince's Crook," a designation that when it reached the ears of the Princess Mary, she at once gave to the stick.

Cotton Goods Sell in Canada

Imports have increased very rapidly in the last twelve years—Consumption here has grown to a marked degree.

Washington, D.C.—The Bureau of Foreign and Domestic Commerce, Department of Commerce, in a report on the cotton goods trade and industry of Canada just completed, shows that the United States is second only to Great Britain in supplying cotton goods to Canada.

The import of manufactures of cotton comes almost entirely from England and the United States, the former usually supplying about two-thirds and the latter about one-fourth of the total. Switzerland ships embroidery and lace; Germany, hosiery and embroidered lace, and France, some lace, embroidery, velveteens and women's clothing, but outside of these specialties the market for foreign cottons is dominated by England and the United States.

CANADIAN COTTON IMPORTS

Countries—	1900	1905.
United Kingdom	$4,649,690	$6,004,492
United States	1,694,379	2,062,062
Switzerland	227,899	341,889
Germany	184,074	224,810
France	80,572	100,712
All other	38,668	58,888
Total	$6,875,282	$8,792,853

Countries—	1910	1912.
United Kingdom	$18,591,299	$22,757,633
United States	3,462,335	5,974,016
Switzerland	982,468	1,097,991
Germany	577,975	717,843
France	270,769	432,116
All other	183,158	162,003
Total	$18,591,299	$22,757,633

The following table of the imports of cotton into Canada in 1900, 1905, 1910 and 1912 gives a good

(Continued on page 78.)

Rapid Changes Favored in Window Displays

NO PROBLEM submitted by The Review in some time has created as much interest as that of last month. The large number of replies received testified to the general interest taken.

Display men agree that three days is the longest time that a window should be left in—In smaller places, a longer time can be allowed—One day before special sale is long enough for accompanying displays.

The problem reads as follows:—

Here is a problem of deep importance for the display man and for the heads of departments who must depend for results to such an extent on display publicity. How often should displays be left in the windows to get best results?

This question can best be answered under three heads:

1. How long should regular merchandising displays be left in?

2. How long before a special sale should displays relating thereto be put in?

3. How long should special trims, backgrounds, etc., be used?

From the replies received, it is quite apparent that display men are agreed on one point—viz., that variety is the spice of window trimming, and that quick changes are the thing. The length of time allowed for trim is different, according to the locality, but it is pretty generally agreed that three days is the longest period advisable. Some assert that the windows should be trimmed every day, but others point out obvious objections to this plan. Consensus of opinion is that two days at least are needed to gain fullest benefit from a display.

Some of the replies received are appended:

ONCE A DAY.

We change our windows every day, week in and week out. Of course, the store is in a peculiarly strategic position, which makes it possible for us to change our displays more frequently than would be possible or advisable in the majority of stores. We are located on a central corner of one of the main streets, and thousands of people pass every day. We are certain that every display we put in will be seen by at least ten thousand people, approximately speaking. By changing daily, we offer the public something new to look at every day, and people have got into the habit of always inspecting our windows as they walk past. This happy result could have been obtained only in the one way—offering a fresh attraction every day.

Only in very rare cases has any one window been left unchanged for longer than twenty-four hours. In cases of special trims for horse show, national holiday or some such event, we have left trims in for two days, on one occasion for three. This is done very rarely, however, as we feel it necessary to maintain our reputation for daily novelty.

WINDOW TRIMMER.

Complete System Explained

One of the first things to consider in answering this question is the value of your window space.

A store having only two windows naturally values its window space in the highest proportion and to keep every department before the public eye displays must be quickly and carefully made and as often as possible so keeping an ever changing and attractive scene. On the other hand a store having several windows need not hurry the changes, being able to display for every department for a longer term than they could otherwise do.

There is no doubt whatever that a store (whether with two or more windows) whose policy is to keep an ever changing display before the public eye will attract more notice per day than another firm would in a week.

We have no better advertisement than to hear people say "Lets go down and see what so and so are showing to-day," or "I like to walk down to so and so's. They always have something new in their windows."

Under the first head, "How long should regular merchandizing displays be left in?" I would divide this up into four sections:

(1) Silks and dress goods, wash goods; (2) ready-to-wear and millinery, neckwear, etc.; (3) hosiery, underwear (4) staples, linens, curtains, etc.

At the commencement of a season the main displays are of silks, dress goods, ready-to-wear and millinery.

Now with regard to silks and dress goods: I consider at the earliest part of season that three days should be the longest for any display and even then some one or two units should be continually being changed and so give an added attraction to a window. For instance, in making a display of above goods say on Monday, the window will stand as first trimmed until Tuesday when I would entirely change one unit in the morning and one in the afternoon and same on Wednesday. This practice prevents any length having chance to fade and also attracts the people every day. The same applies to ready-to-wear and millinery with the exception

of continually changing suits and coats whenever I have a few moments to spare. On Thursday I would make an entire change in both windows perhaps putting in a more popular line for Saturday trade. With regard to hosiery, underwear and corsets, as a general rule I give the last four days of each week to an especially good display of these three combined. Once a season we give an entire display of hosiery

The same applies to staples, linens, etc. These departments, of course, get their big displays after the new season's goods have had a good start and then for three days at a time showing perhaps table-linens for first three days and last three days with bed spreads, etc. We try if possible to give each department a full week's display but changed at least twice a week. This, of course, means giving the preference to dress fabrics and ready-to-wear in the proper season. This system, I think, competes favorably with the store which has more windows for I notice that I put in as many windows per week.

No. 2. How long before a special sale should displays relating thereto be put in?

In working out this problem I have come to the conclusion that two days is the best and most profitable length of time previous to any special sale.

This gives you two clear evening displays and given fine weather the evening is the time when your displays are most attractive. For special sales we as a rule decide on Wednesday as the sale day, trimming the window Monday morning and advertising in Monday evening paper and also Tuesday evening. By this time every one is interested and excited over the bargains, and, the time being short, the sale is not forgotten. The window space is not wasted for a longer time.

3. How long should special trims, back-grounds, etc., be used?

Only so long as they are adapted to the class of merchandise being shown. Trims made specially for openings are as a rule capable of being used for a month or so afterwards while you are showing novelty fabrics, etc. But when you begin to drop to the regular routine of season's business, you need a more business-like fixture, one that is adapted for displaying any class of goods. Special trims such as used for Victoria Day, July 1st, etc., should be removed directly after the holiday and put in about one week previous.

J. J. Thompson.

Regular Changes Needed

Editor, Dry Goods Review.—Replying to your query in your issue of May 21, as to how often displays should be left in windows to obtain best results, let me submit the following under the three heads you suggest:

(1) Displays of regular merchandise should be left, in my opinion, never for more than one week. Furthermore, I would advocate regular changing of windows in so far as it is possible and practical. After a window trim has been on display for a few days in the average town it loses its force, or rather it ceases to arouse curiosity and produce attraction. With a new arrangement coming at the end of some stated period, which for practical purposes I should make three days, people come to look regularly to that window for something new and attractive and often are found to go out of their way to see what is "in" to-day.

(2) In preparing for a special sale the length of time a trim relating thereto should be on display before the commencement of the sale, should be guided by the size of the town or city and by the advertising mediums of that city. Where there is a daily newspaper one full day with the aid of the newspaper should be sufficient. In other cases I should set the limit at two days, but always making an effort to call the attention of the public to the sale by other means in addition to the window itself, before the sale begins.

(3) Special trims and backgrounds are something which may be rearranged and changed over and over again in such a way as to be used a number of times. Where a special background is gotten up for, say, an Easter window or a Thanksgiving window, it is likely to be suitable to the season to an extent that it may be repeated with little or no change, and used for several weeks. But where a background applies only to one holiday, and not to a season, it should not be repeated in a way to be easily recognized, unless held over to the corresponding season the following year. A little ingenuity can change a background or trim so as to produce quite a different effect and permit its being used for several weeks at once, but I would not advocate using one background without change for more than a couple of weeks handrunning.

Display Man.

Short Periods Recommended

(1) If not displayed for any special event such as Horse Shows, Race Week, Easter or Christmas displays, I think 3 days at the outside in a city and four in a town. If your display is at all attractive and has any "catchy" ideas, the people of your town will soon hear of it from those who have seen it.

(2) Depends largely on what you are featuring. If you are putting on a special sale of one particular article and your supply is limited, I think one day is ample in a city and 2 in a town. It is better to let half the people see it and serve them than it is to let every one see it and have to turn away disappointed customers. Even if they don't share in this particular special you are featuring, they will hear of it and watch your windows. But if it is goods that you have plenty of or can procure readily, I would say 2 days in a city and 3 days in a town. If cloaks,

suits or dresses are displayed for special sale, I suggest changing the windows daily as long as the sale lasts. No lady wants to purchase a dress that has been in a shop window with a ticket on naming Sale Price $8.49. The garment may be worth equally $15.00 or $20.00, yet no lady wants her associates to know she is wearing a dress or gown purchased at Bargain Sale at $8.49. I think a merchant (in a suit or dress sale) hurts his business by putting price tickets on garments displayed in windows. Other ways equally as "catchy" for window displays can be used.

(3) If the background represents a Spring or Autumn scene with leaves or flowers, same can be left for a week in a city and two in a town providing you were featuring Spring or Fall wearing apparel as the case may be. A background of this nature should be used for nothing but wearing apparel. If it is a plain scenery background which would be suitable for any line of goods, I think it is optional how you use it providing it is not too showy to show stronger than your window displays. At the outside, two weeks is long enough for any plain background. A good strong and attractive background built to represent familiar scenes is half of your window display. At the first glance the passer-by does not always notice your goods. He sees something familiar in the background.

G. E. Hagerman.

Every Three Days

Your question in The Review of May 21 on "How often do you change your windows?" is one of surpassing importance; not only in the larger cities, but to every business man in Canada—because as "the eyes are the window of the soul," so also, the window is the eye which reveals the store's innermost soul; by displaying the best of its merchandise in the most approprate setting.

You may have heard the auld saying: "A braw clean windy makes a braw clean hoose," so also, a window that is *not braw* and clean will make a store seem dull and ancient, like the proverbial lazy man.

(1) Therefore windows should be changed every three days: first, to keep them fresh; second, because the same people pass your windows every day; third, you can display twice as many goods as you can if you only change the window once a week.

Of course you will say, "then why not change them every day?"

Because a window requires more than one day to convince and impress a casual passer, with the desirability of your goods.

The first day the goods strike one with their newness and beauty: and each succeeding day is the "follow up"—the convincing end of the business.

But after three days, its power begins to wane; not only because the novelty has worn off, but because, in some subtle way, the charm and freshness of the goods themselves begin to pall. The window is like a charge of petrol gas. It has got to have time to do its work; but immediately the charge is exhausted put in another charge, or the business won't get full benefit.

Therefore, a window has no pulling power after three days.

(2) The same rule applies to the second part of the question. A window should not be trimmed for a special display any more than three days before the event, for the reasons given above.

(3) Trims, decorations and backgrounds should be changed each week, excepting when they demonstrate some special event, when they must remain for the whole period of the special show or sale. But there is absolutely no kind of decoration or background that is of any value after one month's continuous use. Put it away for a while; turn it outside in, or up-side down, or anything for a change. If you don't want to change your backgrounds regularly, employ a dignified and fairly permanent wood background, in brown or golden finish.

One or two mirrors are in order, but they must be good and clean.

This last—cleanliness—is the first, last and all the time principle of the progressive store. How many times is this first principle not forgotten in many of our little country stores?

Robert McCruden.

Three Days the Limit

Question 1. Three days under ordinary conditions. If goods continue to sell after that period and the display manager feels that all that pass his windows have not noticed the displays and that he has not given them time to decide whether they want any of the articles on display or not, keep them in a day or two longer.

The one in charge of displays should use the clerks of the store as "newsgetters" of public opinion regarding the display in question.

2. About as long before as the display manager is accustomed to keep his ordinary displays before the public.

Sale goods when once shown should never be withdrawn from publicity before the sale.

A good time to commence the display—if there are two market days in one week—is on the first of these days. Then start the sale on the second.

3. *Special trims* may be kept in not more than 4 or 5 days. The remaining 1 or 2 days must be ordinary so as to make the next "special" more emphatic. Some *backgrounds* may be used in many consecutive displays because they, in many instances, act as the fixed background of the windows.

Forms and figures may be used at most times so

long as their positions are changed. Ability to totally change the appearance of a window by changing the positions of the stands can be acquired by little more than common observation.

F. D. WELLINGTON.

From Men's Wear Standpoint

1. How long should regular merchandizing displays be left in?

This depends a great deal on the size of the town, and the location of the store. If in a large city, and in a prominent location, displays should be changed often, and for this class of trim 3 or 4 days should be sufficient, in smaller cities, displays are often left in for a week at a time, one reason for this is that in the smaller cities everybody does not get uptown as often as in the larger cities, so that there is a different crowd to view your windows nearly every day. Also in most of the stores in the smaller cities the window trimmer and card-writer has usually another department to care for, and cannot spare the time to change the displays much oftener than once a week. In making a change it is, of course, most important to make the display of something different so that it will attract attention because it is entirely different.

2. How long before a special sale should displays relating thereto be put in.

Two or three days at the least. This applies to clothing, more particularly, it has been proven that displays two days ahead of the special sale with the right kind of advertising at the same time have created an interest almost impossible otherwise. Of course a lot of interest can be created in a day's display, but the two or three days display gives the people a chance to talk about it, and in this way often some people are brought in touch with the event, that otherwise would have heard nothing till it was all over. This is often the case with the young men as lots of them never read ads. in the papers. Some might raise the point that this gives your competitor a chance to see what your special values are and also arrange to make a special sale of something along the same line, but the modern merchant to-day runs his own business, and while keeping an eye on his competitors he lets them run theirs.

3. How long should special trims and backgrounds be used.

This is where the trimmer will have to use his own judgment, as it depends a great deal what the special trims consists of. Some goods, it is advisable to give a good show, others have to be changed oftener on account of their delicate shades, etc. There is a decided trend at the present time to change window displays oftener than has been the custom in recent years. This is noticeable in almost every line of business, window displays are becoming stronger factors in the advertising of the modern merchants, a better class of displays are being used. The windows are getting more attention than ever. Therefore, if the trims are neatly and attractively arranged, and changed as often as possible interest is bound to be worked up on account of it. "Early and Often" is certainly a good motto for the window trimmer.

P. CURZON.

Believes in Novelty

I change my windows every Monday morning and Thursday night and sometimes put in specials during the week.

I find by trimming my windows on Monday morning it gives a newness from the previous week and seems to bring good results.

I think it depends a great deal on the kind of a trim you have in and the results you are getting from it, to decide just how long it should stay in. But displays should never be allowed to stay in long enough to get old to the public.

QUESTION NO. 2.

As to a window trim for a special sale, I think the window trim should be put in the same evening following the advertisement in the morning paper, something like two days before the sale begins. That would enable the public to acquaint themselves with the real value advertised, through the showings in the display, and yet the display would not become common and lose the desired effect.

QUESTION NO. 3. SPECIAL TRIMS.

A back-ground will, I think, derive the full value in one window trim and if left in longer will add too much of a sameness to the whole of the window. The public soon grows tired of one thing and you can attract the attention of the public better by continually showing them something new. They will form the habit, I think, of walking a block out of their way to look at your windows if they know you have something new to show them.

J. W. CUMMINGS.

Favors Longer Term

No. 1. How long should regular merchandising displays be left in?

In the smaller towns, where a big part of the trade is derived from the country, a regular merchandising display should be left about two weeks. Only a small part of the country people would come into town during one week; but a shorter time would be better if it could bring the desired result. All colored dry goods left open to the strong daylight are apt to become disfigured. Dry goods left in the window too long are apt to get soiled from the dust that has settled on, unless good care is taken to dust before laying a hand on the stock to take it out.

In the bigger towns and cities one week's display would produce better results than two weeks in a

small country town, because people are continually passing by from 6 o'clock in the morning till 11 at night.

The cities or the big towns having electric lights have a big advantage over the small towns.

No. 2. How long before a special sale should displays relating thereto be put in?

Special sale goods should be displayed not later than the day before the ad. or bills appear before the public. We will say an ad. appears before the public Saturday, June 7, and the sale dated for Monday, June 15, for one day only. That gives the people ample time to inspect the goods.

No. 3. How long should special trims, backgrounds, etc., be used?

A background is a big factor in a window trim. First, it keeps customers from upsetting displays. It takes the bareness off, and shows the goods up better. It helps to keep out flies and dust in properly fixed window.

In dressing with dry goods or ready to wear, the main object of the trimmer is to catch the attention of the passing public by arranging the goods to the best advantage.

A special trim background should only be used for one sitting. The goods used for trims can always be sold for cost if handled properly.

J. S. BJORNSON.

Robert Gallagher Retired

It came as rather a surprise to the wholesale trade of Winnipeg a few days ago to learn that Robert R. Gallagher had retired from the big wholesale dry goods house of Stobart, Sons & Co., Ltd., Winnipeg. Mr. Gallagher is undoubtedly one of the most capable and best known dry goods men in western Canada. He has spent many years in the business, although he is still a young man.

He has been about 30 years in the dry goods business, and in that time has served in many important positions, and has learned the trade from the ground up. He served his apprenticeship in a country store at Newboro', Ont., from where he went to Montreal and entered the old firm of J. G. MacKenzie & Co., wholesale merchants, and one of the leading houses in Canada at that time. In a short time Mr. Gallagher's ability as a salesman was recognized by his principals, and he was sent on the road. At the close of his first trip the general manager of the firm said his success was phenomenal, and he remained travelling for two years, or until the Fall of 1897, when the firm decided to pick up trade in Western Canada. Mr. Gallagher was therefore transferred to the western end of the business, and at that time he was congratulated on having been chosen, although the youngest member of the travelling staff, to assume such a responsible post.

He remained with the MacKenzie Company until 1893, or until Mr. MacKenzie's death, when there was an impression that the business was to be wound up. He accepted a tempting offer from S. Greenshields & Company. Under his supervision the business of the Greenshields Company in the west grew tremendously in a comparatively short time, and traveller after traveller had to be added to the staff to cater to the rapidly growing trade.

Trade became so great that in 1902 it was decided to open a warehouse in Winnipeg. Consequently a warehouse was built here, Mr. Gallagher supervising it, and he was taken into the new organization, known as Greenshields Western, Ltd., and was made managing director. Later on there was some misunderstanding, and he decided to withdraw from the firm. He was offered an interest in the business of Stobart, Sons & Co., in 1905, and was made a director and warehouse and sales manager. Under his organization and efforts the business grew at an enviable rate.

It is well-known among the western trade that the rapid strides made by this house in the last few years were largely due to the ability and experience that Mr. Gallagher brought into it. Although now retiring, the impression is general among his many friends in the trade that he will not remain long from active business. There is no failing in his energies, and it is considered that he is too young a man to be lost to the dry goods trade. Local wholesalers would not be surprised to find him before long in a field that will still give scope to his executive ability.

R. R. Gallagher has always been appreciated by employees and the trade generally on account of his fairness and justice to all at all times. He has given many a young man a second chance and led them from apparent failure to assured success.

Appointed Assistant General Manager

"Apropos of the recent changes at Messrs. Pryce, Jones (Canada) Limited, Calgary, Mr. H. Curtis, the general manager has appointed Mr. James J. Hills as assistant general manager. Mr. Hills is the son of Mr. W. W. Hills, and a nephew of Mr. H. G. Hills, woolen merchants, 13 Union Street, Birmingham. Mr. Hills has had 13 years' experience in the Canadian dry goods trade, and should prove a valuable assistant in the management of Messrs. Pryce, Jones (Canada) Limited. The board have appointed Mr. A. E. Myatt, F.A.A., A.C.I.S. (England) as chief accountant, and he will have the control of the counting house"—Drapery Record.

Speeding Up the Collection of Accounts

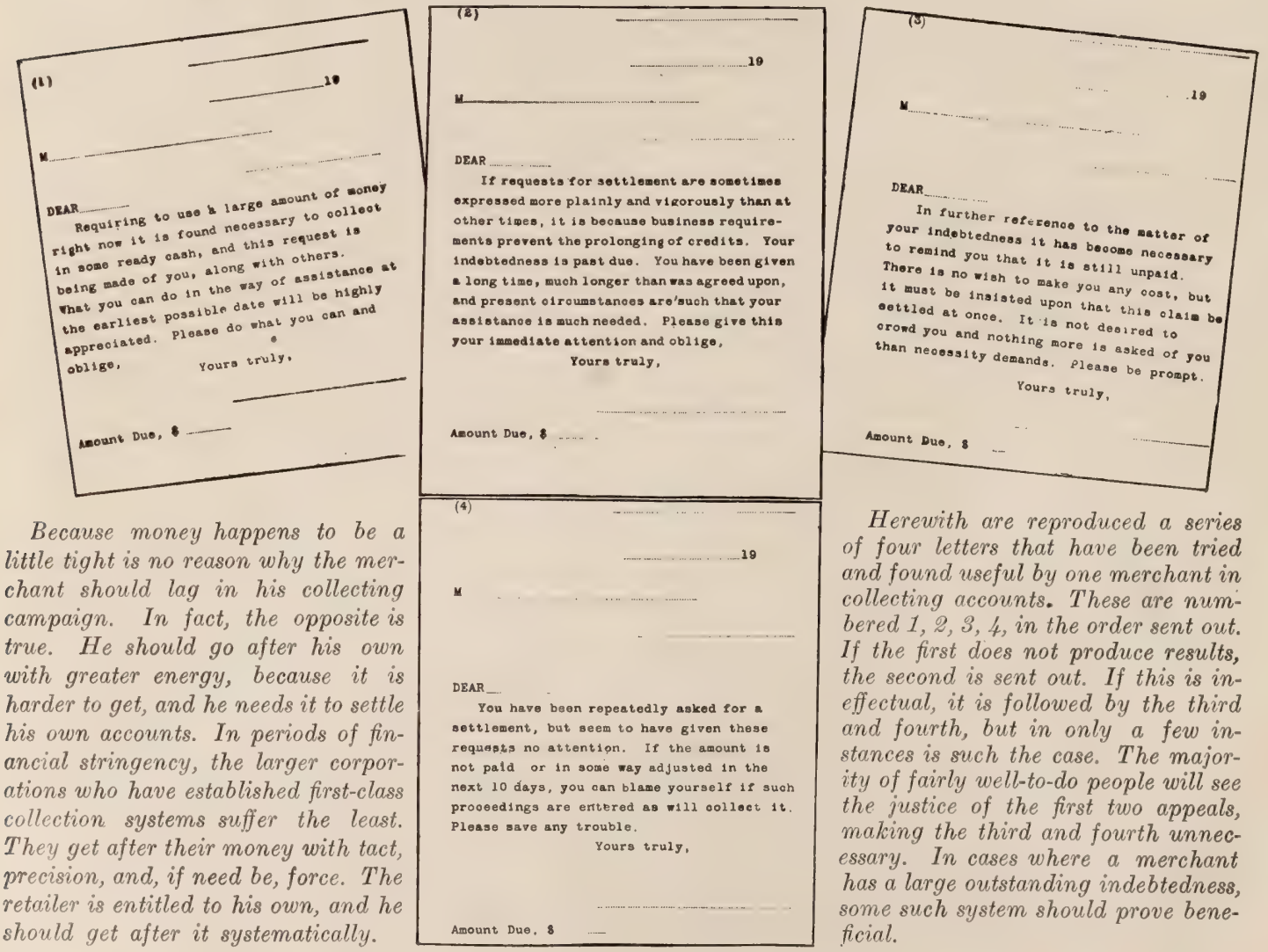
The system of one merchant who claims he gets good results—Has four standing letters beginning with a mild one and gradually becoming stronger—A duty which must never be shirked.

THE COLLECTION of accounts is not always a pleasant duty but it is a necessary one. A business cannot go on for long unless the money that is due it, is forthcoming. The allowing of debts to continue until they come within the "no good" class is the downfall of many a merchant. A man should go strongly after that which belongs to him. He knows that when his own bills come due, he has to meet them promptly and in a judicious method, he should give his customers to understand the same thing.

When a bill becomes past due and still remains unpaid, it generally takes more than one attempt to collect it. Some merchants have a follow-up system of letters for this purpose. The first one leads off mildly, but gives the debtor to understand that the amount is wanted. Gradually the letters are made stronger. Some have a series of as many as ten letters, leading from the first mild request up to the climax. One merchant reports quite good results from a series of four letters of the same nature. These are reproduced herewith, and as they have proven quite successful by the merchant who drew them up, they ought to help others.

Just at present money is tight and many people are trying to hold on to what they have. No better time could be selected for a strong aggressive collecting campaign. By getting after money systematically, the dealer is bound to make greater headway. Spasmodic attempts are never very successful.

The question of collections has become one of deepest moment since the money stringency developed. Ever since the first of the year there has been much talk about tightness of money and difficulty in making collections.



(1)

_____ 19__

M_____

DEAR_____

Requiring to use a large amount of money right now it is found necessary to collect in some ready cash, and this request is being made of you, along with others. What you can do in the way of assistance at the earliest possible date will be highly appreciated. Please do what you can and oblige,

Yours truly,

_____

Amount Due, $ _____

(2)

_____ 19__

M_____

DEAR_____

If requests for settlement are sometimes expressed more plainly and vigorously than at other times, it is because business requirements prevent the prolonging of credits. Your indebtedness is past due. You have been given a long time, much longer than was agreed upon, and present circumstances are such that your assistance is much needed. Please give this your immediate attention and oblige,

Yours truly,

_____

Amount Due, $ _____

(3)

_____ 19__

M_____

DEAR_____

In further reference to the matter of your indebtedness it has become necessary to remind you that it is still unpaid. There is no wish to make you any cost, but it must be insisted upon that this claim be settled at once. It is not desired to crowd you and nothing more is asked of you than necessity demands. Please be prompt.

Yours truly,

_____

Amount Due, $ _____

(4)

_____ 19__

M_____

DEAR_____

You have been repeatedly asked for a settlement, but seem to have given these requests no attention. If the amount is not paid or in some way adjusted in the next 10 days, you can blame yourself if such proceedings are entered as will collect it. Please save any trouble.

Yours truly,

_____

Amount Due, $ _____

Because money happens to be a little tight is no reason why the merchant should lag in his collecting campaign. In fact, the opposite is true. He should go after his own with greater energy, because it is harder to get, and he needs it to settle his own accounts. In periods of financial stringency, the larger corporations who have established first-class collection systems suffer the least. They get after their money with tact, precision, and, if need be, force. The retailer is entitled to his own, and he should get after it systematically.

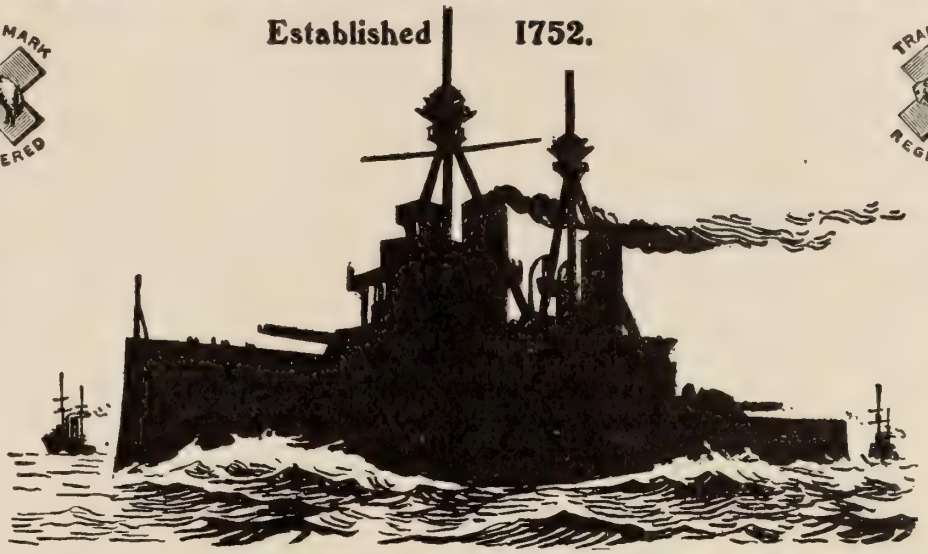
Herewith are reproduced a series of four letters that have been tried and found useful by one merchant in collecting accounts. These are numbered 1, 2, 3, 4, in the order sent out. If the first does not produce results, the second is sent out. If this is ineffectual, it is followed by the third and fourth, but in only a few instances is such the case. The majority of fairly well-to-do people will see the justice of the first two appeals, making the third and fourth unnecessary. In cases where a merchant has a large outstanding indebtedness, some such system should prove beneficial.

VANGUARD KNITTING WOOLS

TRADE MARK REGISTERED

Established 1752.

TRADE MARK REGISTERED



Scotch Fingerings, Vanguard, 15's, 12's, Fine.

Hosiery Yarns, &c., &c.

Soft Knittings, B, Imperial, Soft Spun, Vanguard, Fine.

0½ and 00 Worsteds, &c., &c.

THOMAS BURNLEY & SONS, Limited

Manufacturers of Scotch Fingering and Knitting Wools.

GOMERSAL MILLS, nr. LEEDS, ENGLAND.

THE "CONCAVE" SUIT HANGER



For wardrobe or rack use. Made of Hardwood nicely finished.

Price per 100 . . $12.50

Special price in large quantities to manufacturers and wholesale clothing houses.

Write for our catalog—we make everything in store fixtures.

CLATWORTHY & SON, LTD.
161 King St. West, TORONTO

DOMINION BRAND

Stands for Highest Quality in Coats



Style, fit and wear sums up the DOMINION BRAND line of Sweater Coats. Made in the most approved designs that at once appeal to the tastes of the young man; shaped to the figure with enough elasticity to guarantee comfort; and made of only pure worsted yarns, these elegant coats certainly meet the demands of your best customers.

Why not put your knit goods department on a good, paying foundation by stocking DOMINION BRAND Sweater Coats. A sample order will convince you.

A. BURRITT & COMPANY
DOMINION MILLS
MITCHELL, ONTARIO

Salient Pointers for the Clothing Salesman

Observe, remember and suggest—Some good advice given in address by M. D. Brill, New York—Memory and courtesy are great assets—Roughhouse tactics should never be adopted under any circumstances.

IN AN address before the furnishing goods salesmen of the firm of Brill Bros., New York, the following forceful remarks were made by M. D. Brill, a member of the firm:

The three words, observe, remember and suggest, are necessary for the success of every salesman or merchant. You must remember, you must observe, and you must suggest in order to be successful. The fact that the salesman is the firm's personal representative should make it clear to him that it is his duty above all other things to adhere strictly to the firm's policy. If this is done it will help to get the confidence of the customer the minute he approaches you. For example:

Greet your customer with a smile.

Introduce merchandise intelligently.

Put your customer's name on the check.

We have asked this so often of our men, and in one of our stores it is next to impossible to have this done. In this particular store we have one or two men who invariably make out their application for charge accounts incorrectly. We tell them plainly to get the customer's name and address, his occupation, his place of business, his references. All these questions are printed on the application, and still these few men insist upon making errors that are almost inexcusable on account of their simplicity. They do this because they don't observe and they don't remember, and the ideas that have been given them have not suggested themselves to the salesman.

Ask your customer to call again; at the same time give him your personal card. It will have a great effect and a tendency to bring him back. When you ask him to call again, say, "Thank you; call again," as they do in England everywhere you go. If you go into a store and ask the time of the day, a gentleman will say, "10.30, thank you." They do the same thing in France, and, in fact all over Europe. Our salesmen do not make a practice of it, and they really should. It is a habit that will grow upon them and they will find it a most agreeable one if they practice it.

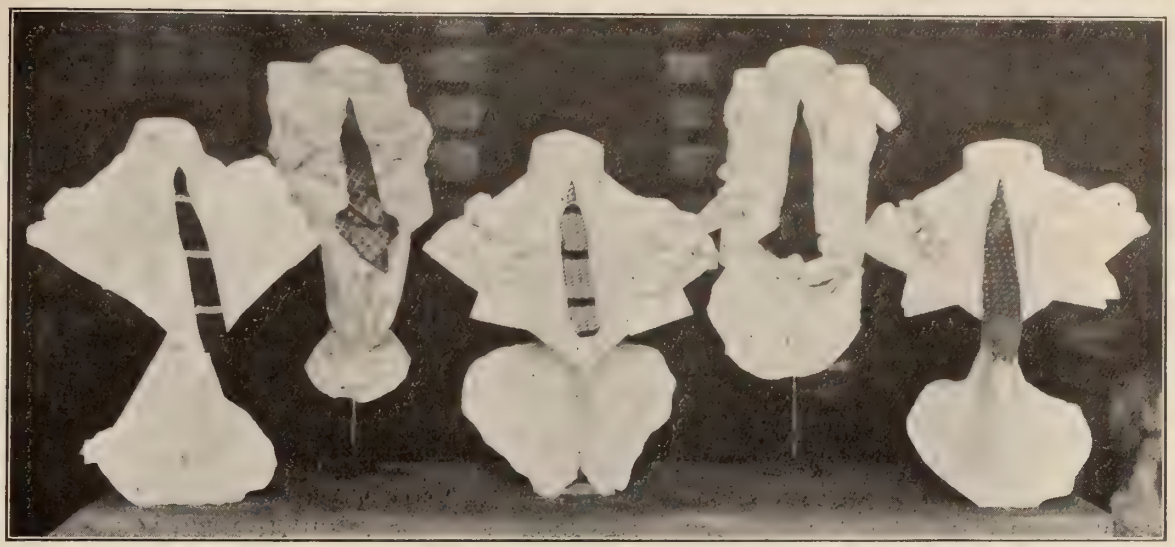
Ask your customer to whom you give your card to send his friends to you; that you will give them your personal attention. Then, again, I say the salesman should sell what they have in stock and not be too ready to take special orders. Too much stress cannot be laid on this. You have got to keep plodding and live up to the firm's policy.

Don't complain; leave that to the firm. The struggle of the salesman should harmonize with his employer's needs; bring out his talent energies and discover for him untapped capabilities. I know it to be a fact that men's fears are the things which retard their progress. Put the meekest man in the world where he has to fight to get out, and he will show the strength and cleverness which even he himself did not know he possessed. The thing which holds men back is the fear that they cannot do what is asked of them. It is not their inability to do it; of course, no salesman can sell goods through the use of roughhouse tactics such as I have had occasion to call certain men in our employ to task for. It is bad business to be brazen. The particular case to which I refer occurred at one of our stores. A very unsightly looking individual, with a week's growth on his face, undersized and looking like a Russian, was buying a pair of gloves. The salesman, having two or three customers, became very impatient with this customer, and I heard him say, "This is size 7¾ and this is size 8. You have had this one on, and you have had this one on. Now, which one do you want?" (this spoken in a very rough manner). The customer just turned his head to the salesman and said in a very mild tone, "Take it easy; you are getting excited. Don't get excited?" About this time the salesman turned around and saw me standing behind him, and said, "I am not excited." In this particular instance the salesman did not observe that the customer was doing his best to spend his dollar in a legitimate way. He did not remember it was his duty to be a gentleman and serve this customer in a proper manner. He did not suggest to the customer that he could try on another pair that would be more satisfactory to him, but tried in a very rough manner to force this individual to buy.

The feeling that the firm's ideas, policies and rules must be carried out adds tremendous strength to a salesman's results, and at the end of the year at our annual meeting he will find, if he makes the correct effort, a good size balance to his credit.

He who never made a mistake is a mistake. God bless the man with an idea! It may be visionary, but it starts something. A wild dream always has something in it worth thinking about. The fellow who just plods and plods, never asking a why or a wherefore, is doomed to disappointment some time, somewhere. Facts are facts. Experiences are exper-

(Continued on page 78.)



Attractive Patterns *from our* Fall Showing

The above cut illustrates five of our new Fall patterns in Wool, Taffetas and Fancy Silks, and suggests a very neat arrangement for your interior or window trims.

We are specialists in shirts for the outing man, the business man, and the working man; in fact, our range covers all the latest styles and best lines for all classes of trade, both boys and men.

Let us serve you. **Send for Samples.**

The Deacon Shirt Co., *Belleville, Ont.*



THE HIT OF THE TRADE

44 Shades in $4.50, $6.50 shapes, 7 day delivery.

Use the show card as above, 14 x 11, 4 colors and embossed

Neckwear Department

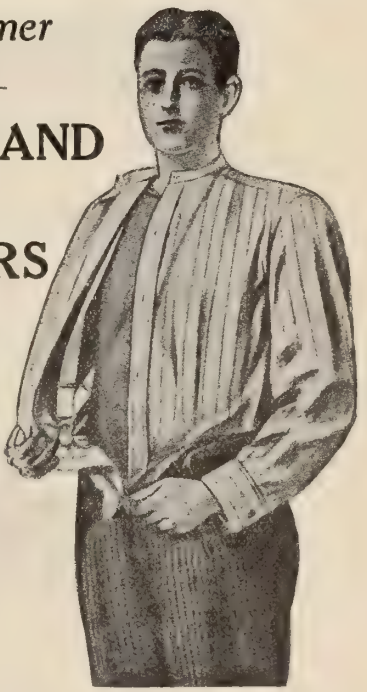
Crescent Mfg. Co.

Limited

MONTREAL

Men's Summer Comfort—

ROYAL BRAND *Coatless* SUSPENDERS



A natty shirt—no matter how smart it is, loses its smartness, its fresh laundered crispness, and becomes bedraggled looking in no time if the old-time visible suspenders are used. The Royal Brand Coatless overcomes the usual objections to the invisible suspenders. It is easily attached, stays fastened, gives comfort, freedom of movement.

Made in two styles and qualities—2 point and 4 point. We also make garters, arm bands and leather belts.

Write for prices to-day.

Manufactures of

"Peerless" and "Fit Rite" Braces

The Canadian Suspender Mfg. Company

92 Peter St., Toronto

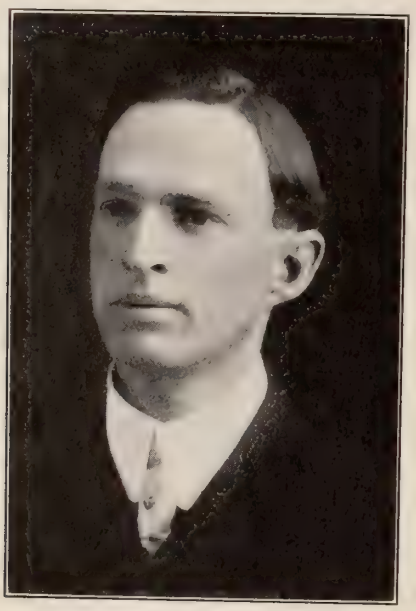
Maintaining a Strict Censorship of Credits

The system followed by a Saskatoon merchant to avoid loss from bad debts —Every applicant for credit must give information, which is entered on slip, and carefully retained — Association adopts the system for members' use.

IT IS acknowledged that the ideal way to conduct a business is to run it on the cash plan. Even those who are most skeptical as to the feasibility of the cash principle acknowledge that, if practical, it would be the proper system to adopt. It follows that, where a merchant does not see that it would be safe or expedient for him to refuse to give any credit, the next best thing is to most rigidly supervise the credit end of the business so that the amount carried on the books will be kept within reasonable limits and losses from bad debts reduced to the minimum.

This again will be accepted as a theory against which no objection can be urged. The trouble is that too many retail merchants accept it as a theory, but fail utterly to apply it in actual practice.

One merchant who has put the theory into practice in a most practical way is J. L. S. Hutchinson, of Saskatoon, Sask. For over two years, he has used a blank form for filling in particulars about every customer who applied for credit. Complete information was taken down about the applicant, such as the amount of property owned, references, bankers, how long in town, place of previous residence, etc. These forms were always kept, and if the same person applied again, the fresh amount was entered on the old slip. By this system, it was always possible to tell at a glance how much each person owed to the company and to regulate the matter of further credit from that basis.



J. L. S. Hutchinson.

Judging the worth of each applicant thus given, Mr. Hutchinson was in a position to set a credit limit, beyond which he would never go. This figure was entered on the slip. Subsequent events might cause him to alter the amount, perhaps to allow a little more latitude to some customers who had proven honorable and worthy—more likely, however, to contract the latitude allowed in cases which had proven slow pay.

The system proved eminently successful, result-

Retail Merchants Association of Canada, Inc.
SASKATCHEWAN BRANCH.

Received from .....Member's No.....
.....Town
Date.....
Name of Firm.....
Business.....
Address .....

Member's Name	Address	Married or Single	Owner or Tenant	Remarks

Property Owned .....
References: .....
.....
.....
Bankers .....Credit Limit.....
Goods to be used on Lot.....Block.....Plan.....
How long resided in (town).....
Previously resided at.....
Credit Granted by .....
Remarks: .....
.....
.....
.....

SECRETARY'S REPORT.

.....
.....
.....
.....
.....
.....

RATING				
A	B	C	D	E

Cards used for the entering of all credit accounts.

IMPERIAL BRAND

PURE WOOL

UNDERWEAR

An Iron Clad Grip *on* Your Underwear Trade

The one surest way to hold what underwear business you have and to get more is to grip it firm by selling or offering for sale only the lines that have an untarnished reputation for honest value. We have been building a reputation like this for over thirty years and never once have we dropped back an inch, but have climbed steadily. We lead the wool underwear industry of Canada for perfect garments and honest values.

We are specialists in Men's Natural Wool, Men's Elastic Knit, Men's High Grade Imperial, Men's Double Thread Balbriggan. Present delivery orders attended to promptly.

These goods can be obtained from the leading wholesale houses.

Write for samples to-day.

KINGSTON HOSIERY COMPANY

KINGSTON Established 1880 ONTARIO

BOYS LION BRAND CLOTHING

The Brand That Meets All Demands

How are you meeting the demands of the youth of your town for stylish, serviceable clothing? A brand that always appeals to the boys is the famous LION BRAND Boys' Clothing. Made in the nattiest styles from good, wear-resisting materials, these garments prove a most profitable, rapid-selling line.

A sample order will convince you.

Write for catalogue.

The Jackson Mfg. Co.

CLINTON FACTORIES AT ONT.

CLINTON, GODERICH, EXETER, ZURICH.



THE KADY SUSPENDER

Permits free movement of the body and shoulders. No binding, no strain anywhere, no stretching of fabric, no wear and tear on buttons.

These are the SELLING POINTS of the Kady. All that men of action demand. It's the suspender they come back for. Push it.

The **Double Crown Roller** is the Kady's great feature. A patented device so simple and perfect that duplication is impossible. Imitation has been attempted. The straps slide over the rollers obedient to every movement of the shoulders.

Attractive signs and store cards free. Write for literature.

DOMINION SUSPENDER CO. NIAGARA FALLS, CANADA

ing in a smaller total of book debts. It also helped to facilitate the work of making collections.

The results obtained therefrom were so satisfactory that the Saskatchewan branch of the Retail Merchants' Association decided to adopt the idea for the use of all its members. Mr. Hutchinson prepared the blank forms now in use by the association, adopting the ideas that he had been using, but improving on them considerably. The form herewith shown is that used by tthe association.

The advantages derived from the system when used by a body of merchants will be apparent. A person cannot go from one store to another securing credit from them all. The system serves as a check and each merchant knows what customers owe to other stores in town. This enables them to judge whether it would be safe to extent credit in every case.

"This is a form that should be introduced in the entire Dominion of Canada and be used by all retail merchants. If they will see that it is used every time a new account is opened th,ey will find that they will reduce their bad debts to a minimum and help collections. They would have the full details any person should know in opening a new account.

Edmonton, Alta.—Brown and Hunter, men's wear dealers, are dissolving partnership, Mr. Hunter withdrawing from the firm.

Lindsay, Ont.—Wm. Dundas has severed his connection with the old firm of Dundas and Flavelle's, Limited, having purchased the ladies' ready-to-wear business of Miss McDonald in St. Thomas. He was presented with a diamond stick pin by the members of the firm and the employees of Dundas and Flavelle's.

Salient Pointers for the Clothing Salesman

(Continued from page 74.)

iences, but ideas are guides. Ideas always lead to something. Unless a man suggests something to someone else he has not started to grow. It is that unfolding of our thoughts to others that makes us realize how good or bad we are, and in each case benefits must follow. To the man who really wants to succeed, and he is of the majority, there is as much knowing his ideas are wrong as to knowing they are right; at least, almost as much. The fool things we do in this world are mostly due to the fact that we thought they were wise before we did them. Don't be afraid to come out with it if you have an idea. One good one in fifty may make your fortune. Ideas that are good are as scarce as friends that are good. You must try fifty to find one good.

Goes to Western Firm

Montreal, Que.—E. Dunn, for some years with W. H. Scroggie Limited, lately in the capacity of dry goods buyer has been appointed dry goods manager and buyer for the two-million dollar store of C. W. Sherwood Co., Limited, at Regina. Mr. Dunn



E. Dunn.

was presented with a handsome gold ring by his selling force just prior to leaving W. H. Scroggie, Limited.

Cotton Goods in Canada

(Continued from page 66.)

idea of the amounts supplied by the various nations:

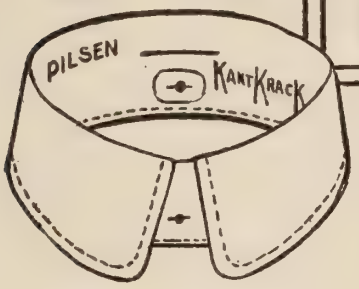
Canadian imports of cotton goods have more than trebled in the last 12 years, and they have about quadrupled in the last 15 years. During the period from 1900 to 1912 the total imports of cottons increased by 231 per cent., while English cottons increased by 209.13 per cent., American by 252.58 per cent. and those from other countries by 353.17 per cent. The latter figure, however, is larger than it should actually be, as embroidery and lace were formerly stated separately from the cotton schedule, but now white and cream colored cotton embroideries are included under that schedule.

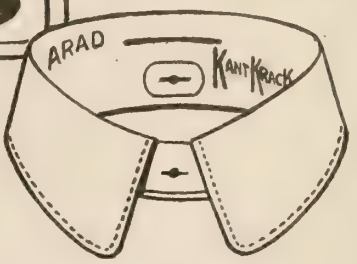
Of the total imports of cottons in 1900, England is listed as supplying 67.49 per cent., the United States 23.18 per cent., and all other countries 9.33 per cent. Of the total imports of cottons in 1912, England supplied 63.16 per cent., the United States 26.26 per cent. and all other countries 10.58 per cent. Allowing for the usual fluctuations from year to year, England and the United States seem to be maintaining their relative positions in the increasing trade.

KANT KRACK

COATED LINEN

COLLARS





The Man's Choice

His choice because their features are distinctly in his favor. The "long slit" in the back over the button hole ensures easy insertion of the button without breaking button hole.

The "riveted flap" acts as a reinforcement of a vulnerable spot. These features ensure long wear of KANT KRACK collars and make them much in demand. They look like linen and wear better. They wash easily—just wash off with soap, water and sponge.

"One grade only, and that the best"

(Made in Canada)

The Parsons and Parsons Canadian Co.

HAMILTON -:- -:- -:- ONTARIO

WREYFORD & CO.

TORONTO

Wholesale Men's Furnishers



WE HAVE

Complete Ranges

OF

Summer Underwear

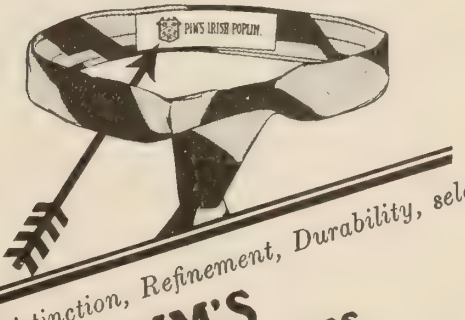
LISLE THREAD
POROUS KNIT
NAINSOOK
and
THE POPULAR
"AERTEX"

Separate Garments or Union Suits any Style

PROMPT AND CAREFUL ATTENTION GIVEN TO SORTING ORDERS.

PIM'S

IRISH POPLIN



For Distinction, Refinement, Durability, select

PIM'S

IRISH POPLIN TIES

They are the most fashionable Ties obtainable, and present a wide range of tasteful designs in self colors, stripes, etc.

Wholesale—PIM BROS. & CO., Irish Poplin Manufacturers, William Street, Dublin.

Canadian Agents—Hyndman Commission Co., 156 Lombard St., Winnipeg. Thomas Brophy & Sons, 41 Herald Bldg., Montreal.

Some Suggestions for Cards

The Latest in Straw Hats
also the Lightest

$_____ $_____

$15.50

Look at the Goods.
Then consider the
Price and

WALK IN

These Ties are 50c.

They are Right in Color, Pattern and PRICE.

Right

Solid Comfort

These Sweater Coats are warm and suitable for all Outing Purposes. They wear like iron.

$_____

Short Lengths for Warm Days

We are Clearing Out our Stock of Summer Underwear at Prices which you cannot pass by. Only $_____

Why Bake For Appearances Sake?

Only $_____

Be sensible and wear a Shirt Waist these hot summer days. Be comfortable.

Make Your Personality Impressive

You know a man by the collar he wears. Let everyone recognize you as live and up-to-date. Wear the right collar.

Two for 25c.

The two-piece summer suits are light and durable and are guaranteed to keep their shape. The quality is there, and the price is right.

$_____ to $_____

CEETEE
UNSHRINKABLE
UNDERCLOTHING
PURE WOOL ONLY
The C. Turnbull Co. of Galt Limited
Galt Ontario

Worn by the Best People
Sold by the Best Dealers.

Mfrs. of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, "CEETEE" Shaker Knit Sweater Coats.



(Made in France)
Guaranteed for one year.

S. E. Porter & Co.

Sole Agents for Canada.

Complete Stock on Hand at "Birks Building," MONTREAL

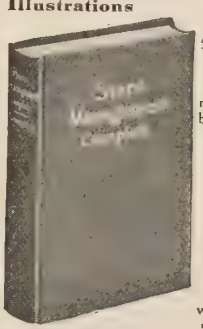
"CEETEE"
UNSHRINKABLE
UNDERCLOTHING
PUREST WOOL ONLY
The C. Turnbull Co. of Galt, Limited
Galt Ontario

Worn by the Best People
Sold by the Best Dealers.

Manufacturers of Turnbull's high-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

STORE MANAGEMENT—COMPLETE

16 Full-Page Illustrations



272 Pages Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON
A Companion book to **Retail Advertising Complete**
$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—**The Store Policy**—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW **JUST PUBLISHED**

Send us $1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

Technical Book Dept., MacLean Publishing Co.
TORONTO

The Shirt-Sleeve Man Again

The warm June weather brings out the smartly dressed shirt-sleeve man, the man who casts aside conventionalities and seeks comfort in the discarding of his heavy padded coats, and who knows and appreciates the marred effect of the vest and visible suspenders.

"STAR BRAND" SHIRTS



Can you suggest more real Summer comfort for the man than a natty "Star Brand" shirt with a nice low collar and "Star Brand" Tie. **We are booking special rush orders now for outing shirts. See our Fall line of shirt samples.**

Van Allen Co., Limited
Hamilton, Ontario

The Latest Methods of Show Case Lighting

How goods in cases can be brought out to best advantage by scientific lighting facilities—A description of system used in large American store—Splendid results are obtained by proper facilities.

Written for The Review by William S. Kilmer

IT SEEMS to be the prevailing practice of many merchants to flood the exterior show windows with light, and put little thought if any, to a proper system of show case lighting. It is quite true, that prior to the last few years, the methods available for this purpose were very meagre and unsatisfactory.

The show case problem is big—almost the biggest of the equipment. The average metropolitan department store has 3,000 feet of aisle and wall cases,



Fig. 4.—Perfume cases lighted by Lamps, Store of Lipman Wolfe & Co., Inc., Portland, Ore.

while the frontage for show windows will not average more than 300 feet, or 10 per cent. of the show case equipment.

The merchant dresses and lights his windows to attract the interested and disinterested public. As an advertising medium, it ranks even with the newspaper and car. When reputation, show windows and advertising have done their work, your store is full of the great buying public. The more merchandise you can show in a short space of time—the greater your sales. A customer may come to your store for a paper of pins. A well lighter leather or lingerie goods case attracts, and the sale increases by $5.00 or $25.00. Another feature is: Well lighted goods sell more rapidly without handling, as a closer selection is made possible without removing them from the case, as it stands to reason, that if a piece of merchandise is shown in its true color and perspective, it will look the same when removed from the case. Thousands of dollars are lost by the continual handling of delicate and perishable goods unnecessarily, and many a first installation cost of a show case lighting system is saved by this single feature. While on the other hand, a poorly lighted case is often worse than one without any form of artificial lighting, because the light rays are often of such a color as to completely change the color of the goods, and a poor distribution of light may entirely alter the form.

In selecting any form of a show case lighting system, the following vital points must be considered by the progressive merchant:

First: The system must give an illumination in the interior of the case, which is approximately double that of the general illumination of the store interior.

Second: The light must be of such a quantity and quality that the goods are shown in their true color and style.

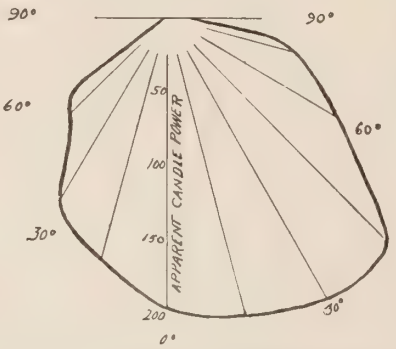


Fig. 3.—Candle power diagram, showing diffusion of light.

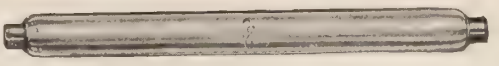


Fig. 1.—Lamp used in lighting show cases, etc., in store of Lipman Wolfe & Co., Inc.

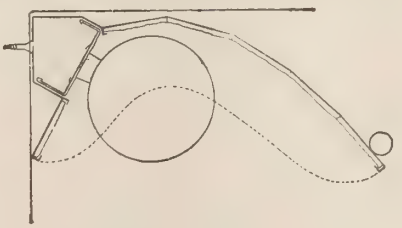


Fig. 6.—Trough Reflector used in show windows of Lipman Wolfe & Co., Inc.



Fig. 2.—Show Case Reflector, 2 in. wide by $2\frac{1}{2}$ in. deep. Type used in Lipman Wolfe & Co., Inc., store.

Third: The interior temperature of the case must not be raised to any appreciable extent, and any increase, however small, must be evenly distributed, as a glass case which is warm in spots is very liable to crack with the first cold draft which strikes the exterior.



Fig. 5.—Illumination of corner aisle and show cases and shelving. Lipman Wolfe & Co., Inc., Portland, Ore.

Fourth: The unit of light must be neat and inconspicuous, and permit an easy and thorough cleaning of the case.

Fifth: General efficiency.

The lamp shown in figure 1 is approximately one foot long and one inch in diameter. The tungsten



Fig. 7.—Corset Department, Lipman Wolfe & Co., Inc.,

metal filament runs parallel to the tube through the entire length of the lamp—the electric current passing through from end to end. The interior glass area of this lamp is 31 square inches against 17 square inches of the ordinary "Bung Hole" type, and 24 square inches of the ordinary bulb lamp of the same wattage. This large glass area insures low temperature, and long life, and on account of its peculiar shape, it adapts itself to a very small reflector.

Fig. 2 shows the reflector 2½ inches deep and 2 inches high. It is scientifically designed, and throws a powerful and correct distribution of light as is shown in the candle power diagram.

Fig. 3. The following views are all time exposures, and show the practical application of over 3,000 feet of this system in the new palatial store of Lipman Wolf and Company, Portland, Oregon.

Fig. 4. Perfume cases surrounding the $20,000 Italian marble and bronze staircase leading from the first floor to the balcony. These cases are 18 inches deep and 3 feet high with a glass door for the front and rear. All cases are finished in Circassian walnut. Four 25 watt lamps are used to each one.



Fig. 8.—The "Colonnade" marble statuary in store of Lipman Wolfe & Co., Inc.

Fig. 5. Corner aisle cases—30 inches deep and 38 inches high. The even illumination over small irregular merchandise is very noticeable. Four 25 watt lamps are used for every 8 feet of frontage. This method is also followed for the display cases and shelving shown in the rear of the aisle case.

Fig. 7. Aisle and wall cases—Corset Department. The aisle cases are 30 inches deep and 32 inches high, finished in mahogany with four lamps per 8 feet frontage. The wall cases are two feet deep and 3 feet wide with 3 lamps to each case.

Fig 8. Sixth Floor—Art Department: Known as the "Colonnade." The display shelving is built of Philippine mahogany—from the posts to the back of the cases are 3 feet 6 inches deep, and from the ceiling to the counter 5 feet 6 inches. The 35 watt lamp is used here in a special design of wall case reflector.

Worn by the Best People
Sold by the Best Dealers.
"CEETEE" UNDERCLOTHING
PUREST WOOL ONLY — UNSHRINKABLE
The C. Turnbull Co. of Galt, Limited GALT, Ontario
Manufacturers of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

Cards to Help Midsummer Clothing Sales

This is an active time of year for business in boys' lines—Some methods of getting the youngsters talking—Suitable cards and how they should be done.

Written for The Review by Paul O'Neal

WHAT WILL midsummer bring in the way of special advertising? It is wise to be gin advertising for the men who are interested in outdoor sports. There are suits for the baseball fans, lacrosse enthusiasts, for the cricket admirers and all the other ball games. Then there are suits for the water sports, motor boats, yachting, canoeing, etc., outing caps, shirts, collars, ties and other lines of furnishings. It is not one day too early to start to push these lines. Constantly remind the public the time is right at the door when they will need these goods. This will keep them alive to your preparedness to serve them in every Summer need.

This is also a splendid month to offer special inducements for boys' wear. As the Summer vacation opens the mind of the youngsters naturally turns to their ball paraphernalia. Some merchants find that giving a bat or mitt with certain priced suits is a strong attraction. It should not be forgotten that children are good advertisers. Get them talking and they will usually loosen the parents' purse strings. Offer one each to the first 50 or 100 or 200 customers with a certain brand or line of suits at a certain price. Talk the price and quality of the brand. Keep it uppermost in your advertising; then you can offer the bat or mitt as an extra inducement. fill you window two or three days before the sale starts, with these suits and the prizes. Have the sale start on a Monday at 4 o'clock. Note how the boys will get talking around the town about it.

Of course specials are all right to keep before your customers, but you must not forget your regular lines. Do not let the specials drive the regular stock too far into the background of your advertising. Remember this is the month for much of the Summer outfitting. It is wise to keep an everlasting, never-ceasing pounding at your regular lines for this should be a good month for men's wear.

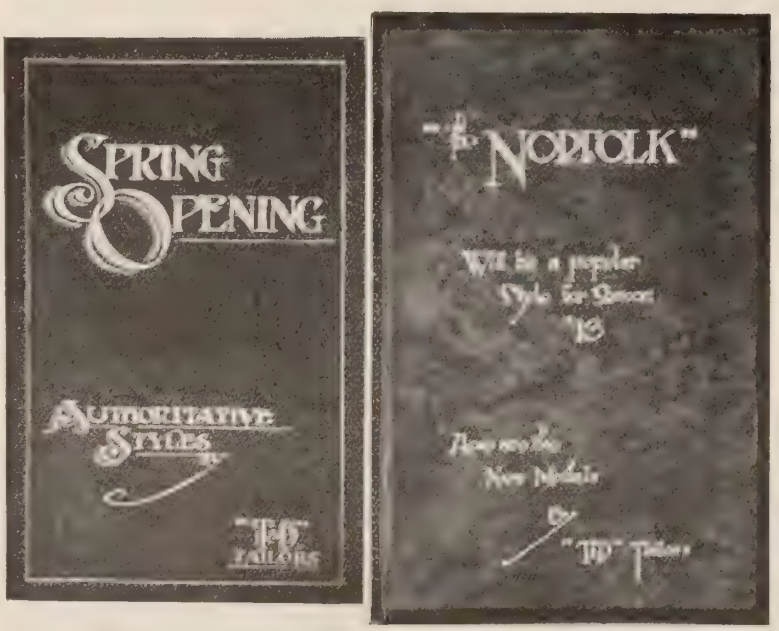
TREATMENT OF CARDS.

The $4.95 card is to be used in your window display of the boys' suits with mitts to be given as prizes. The ball player is decidedly in keeping with the advertising, and in no way out of place so far as the season is concerned. The suit of the player should be in the same color as your favorite local ball team. You will find a window like this will start the boys talking about your store more than anything you have had for a long time. The lettering should be in black and the figures in red shaded with some subdued color.

The $15 card is a pleasing little water scene that may be done in colors. Make the sky blue or grey and the water in similar hue. The boat and sails in a natural color. The figures in red and the lettering in black.

The Golf card is similar in character to the boating scene in that it suggests sporting or outing suits. You may make the clothing in any attractive colors you wish so the card will arrest attention. The lettering should be in black or a dark brown and the figures may be in red or black or brown and shaded with some tint.

The $18 card is one of those attractive styles of cards that are good advertising. In this one you may paint or color the billboard some soft color and the lettering done over it. If the



Neat cards by Edwin E. Bell, manager Thornton & Douglas Co., Guelph.



Suggestions for seasonable cards prepared by Paul O'Neal.

board is a cream or yellow color the small letters may be in black and the figures in some strong or bright color and shaded with the same color weakened. The figure can be in all kinds of flashy colors. Red trousers and yellow coat and blue hat or these colors changed around to suit your own liking. You will find this card is a very attractive one.

Endorsed Legislation

At a dinner held by the Canadian Credit Men's Association in Montreal, June 11, Henry Detchon, the general manager, expressed himself as greatly pleased with the amendment to the criminal code whereby a person who makes a false statement to a third party, such as a mercantile agency, for the purpose of obtaining goods, renders himself liable to prosecution on a charge of false pretences.

Mr. Detchon, who lives in Winnipeg, told of the development of the Association and its work. It now has between eight and nine hundred members. Among the activities of the last three years, he mentioned the enactment of the Bulk Sales Act, now operative in the four Western Provinces as well as in Quebec and Nova Scotia. The Assignments Act had been modified in Saskatchewan so that assignments could only be made to Trust Companies. As the Credit Men's Association thought they could best handle assignments, it was proposed to change the name of the Association to give them that scope.

Other speakers were Thomas Leary, secretary for Toronto; Paul Valentine, secretary of the Montreal Branch, and T. H. Somerville, St. John, N.B.

Card Suggestions

On page eighty will be found a number of suggestions for cards to be used in the mens' wear store at the present season. They were prepared by a card man employed in one of the largest stores in Canada, and are presented as suggestions for the wording of the next lot turned out by the young cardwriter. If any of the ideas are valuable to you, use them.

Worn by the Best People
Sold by the Best Dealers.
"CEETEE" UNDERCLOTHING
PUREST WOOL ONLY — UNSHRINKABLE
The C. Turnbull Co. of Galt Limited GALT Ontario
Manufacturers of Turnbull's High-class Ribbed Underwear for Ladies and Children, Turnbull's "M" Bands for Infants, and "CEETEE" Shaker Knit Sweater Coats.

Advertising is Salesmanship, Plus Publicity

Concise definition given by speaker at convention — Advertising is development, and serves as insurance on the continuation of trade—Some of the first essentials of successful and resultful advertising.

THE following is a summary of an interesting address on advertising delivered at a recent English convention by Charles P. Martin. Mr. Martin has dealt with the problems of publicity in a general way, but has introduced much valuable material and sound advice:

Having given a comparison of different styles of advertisement, the speaker remarked that in ready-made goods advertised in the local press the dealer's name was quite a secondary matter. It should be borne in mind that the object of advertising was to sell goods. What the public required was goods, not names, and for that reason the great truth of all advertising should be kept in mind—that the goods to be sold should be most prominently advertised, and not the name of the dealer. He knew a case in which a firm had had three advertisements running in two newspapers for nearly three months. This series had been kept up practically without a change for the whole time, after which they suddenly ceased. This particular advertiser was, no doubt, convinced that advertising was unprofitable. He (the speaker) had good reason for knowing that his large expenditure was practically unproductive.

Why did firms waste money in filling expensive space with bad advertising? The reasons were, in many cases, that they had not a right conception as to the meaning of advertising; that they had no time to prepare copy; or that they simply bought space because their competitors did so, and they wished to be "in the swim."

In considering the question, let them bear in mind that the advertising department—or "development department," it seemed to him would be a much more appropriate term—was in many respects the brains of the concern, the guiding and propelling force.

Advertising must be honest. Woe to the firm who endeavored to build upon anything but the foundation of good goods, sound value, prompt and efficient service, and common sense in advertising. Advertising linked up the trader personally with the goods and their merits or demerits. His reputation suffered or was enhanced by every sale. As he valued permanent success, he dared not risk being dishonest.

What was advertising? It was the first aid in distribution. It was salesmanship. It was more than salesmanship; it was an insurance on the continuation of trade. It was salesmanship plus publicity. What was the best medium of publicity for the retailer? He would answer without the slightest doubt — the commonest of all things that surrounded them—the local paper, to wit, for it was through that medium that the retailer could most readily place the goods he has for sale before his own public.

Mr. Martin remarked that he laid great stress on the value of a good heading. It was worth careful study to get a good one for each advertisement, for he believed that a heading which told a story or asked a pertinent question was very important. It should be an eye-catcher—something strong and suggestive; something that would arrest the eye and interest the reader. It should relate to the advertisement, and not be foreign to it.

Second only in importance was the ending. That should be strong. Many advertisements ended the appeal by making a direct suggestion to act. They asked their readers to send for a list, or to write, or to call. It was a sound principle. For the title he strongly advocated the use of a special name-book. He considered that most important, for it gave distinction, and in time assumed the value of a trade mark.

The advertisement having been drawn up, the position had to be decided upon. Position, of course, was important. They should make arrangements that their advertisement, if possible, should always occupy the same position. The upper half of a page was to be preferred to the lower. Position next to reading matter was good; that next the leading article he considered excellent.

Advertise regularly and persistently and results would follow. The cumulative value of the advertisement was enormous. Splash or spasmodic advertising was fatal. It never succeeded. Advertisers who indulged in this failed apparently to realize that thousands of people upon whom a favorable first impression had been made were lost to them as customers for want of a few more impressions. The thing went on like a snowball.

The first question of the retailer embarking upon an advertising campaign asked himself was what amount of money ought he to spend. A man who had the knack of advertising did not need much capital to start with. As a matter of fact, a knowledge of how to advertise, combined with enthusiasm and confidence—confidence was all-important—went further than mere capital. They should start

with a small sum set aside for the purpose, and as returns increased so increase their expenditure.

To the retail advertiser window display and window dressing were as important as his press campaign. So they should arrange both that they should tell the same story at the same time. That served a two-fold purpose, reminding those who saw the press advertisement first and those who saw the window advertisement first that they had seen something on the same lines elsewhere, thus bringing about contact and consequently interest. If the offer was right, and the opportunity favorable, the result was a sale.

After all, the only way to learn the power of advertising was to put money and brains into it, and see the results grow. Advertising offered the easiest opening for proving that they could do something on their own initiative. If their efforts proved that their ideas were practicable, the manufacturers would have a new client, and the bulk of the pleasure and profit would come to them personally.

Advertising should be considered as part only of the science of business-building. No man should expect advertising to do more than attract the buyer, and convince him that the advertised article was the thing he needed. That was the function of advertising.

Bring us your Kitchenette Cabinet Coupons

ROBINSON, MacBEAN LIMITED

We redeem your Kitchenette Cabinet Coupons

Men's Clothing and Service

The Customer Gets the Best of Both at Robinson, MacBean's



There is no hazard, no element of chance, no uncertainty of result about buying your clothing at this store. Our service—for which you pay nothing—we have endeavored to raise to a degree of efficiency that eliminates all worry and speculation on your part. Our clothing salesmen are more than mere sellers of clothes. They are specialists each in his own particular line and they have mastered the idea of properly fitting your form.
Our clothes, for which you pay no more, and oftimes less than in other stores, are made for us by the House of Hobberlin, Toronto, and make a lasting and favorable impression upon the wearer's mind by reason of three things, namely: Authoritative style, dependable quality, and last but not least their comfortable and snug fit. The House of Hobberlin employs none but the best designers and workmen which positively assures you of the above. And another feature of these clothes, is that they carry an ironbound guarantee from the House of Hobberlin for satisfaction in fit, style and workmanship.
If you are unacquainted with the Robinson MacBean standard of service and clothes, there is a new conception of these things awaiting you here.
Following are four of our leading lines. Come in and look them over.

Nifty "English Model" Suits made of fancy tweeds and worsteds, in colors of grey, brown and blue. These suits are tailored in the popular three button soft roll, sack style. Have hand made collars that fit close to the neck. These suits are tailored by the "House of Hobberlin," and carry their guarantee. A very stylish and high-class suit for **$22.50**

You will like these high-class suits, tailored by the "House of Hobberlin," and the quality workmanship and fit of these suits is guaranteed by them. They come in the two and three button, soft roll sack style, with peaked lapels, and rounded shoulders. The collars are hand made and fit close to the neck. Only the best of linings and trimmings are used in these suits. They are made of fancy tweeds and worsteds, in all the popular colors and mixtures. Price **$25.00**

Here is another swell line of fine suits tailored by the "House of Hobberlin." They are made from good quality imported tweeds and worsteds, in colors of grey and brown. These suits are tailored by expert workmen and will fit you perfectly. The materials used are all thoroughly shrunk, and are made up in the latest styles for spring and summer wear. Sizes range from 34 to 46. Price **$27.50**

These fine grey and fawn suits are made from the best of imported Scotch tweeds, but the "House of Hobberlin" which name is a synonym for superior workmanship. The Coats are in the two button style, with neat fitting collar and long lapels. Good fitting shoulders. Only the best of trimmings are used throughout. The pants are made in the newest style to conform with the coat. All sizes. These suits are creations of master craftsmen. Price **$30.00**

We also cater to men who prefer their clothing made to their own individual measure. We are sole agents in Moose Jaw for the House of Hobberlin tailoring and have a complete line of samples of all that is new for spring and summer wear, and will guarantee you satisfaction. To these men we offer a special invitation to come in and look over these samples and let us take your measure. Prices range up from **$20.00**



How Many Men Began Wearing Our Clothing as Boys

If you should ask the question of the men who came to this store you would find that a great many of them did. Not only did they begin wearing it as boys, but they are still wearing our Clothing. And you will find that these men invariably impress upon their boys the absolute necessity of beginning right, by wearing Robinson MacBean Clothing. Why? Because—
Our standard never varies, it is always the best.
The designing and tailoring are done by men who confine their work exclusively to Boys' Clothing.
The fabrics are all wool, thoroughly tested and the patterns well chosen, and styles are always new.

Boys' Navy Suits with two pair of bloomers. Made of blue serge, guaranteed to be fast color. Have perfect fit and will wear well. The coat has neat fitting collar and long lapels. Bloomers are extra wide, and have belt loops and watch pockets. Sizes 29 to 35. Priced **$12.00**

Boys' Fine Tweed Suits in grey and brown colors. Coats are in the double breasted style with neat fitting collar and long lapels. Only the best of trimmings are used throughout. Pants are in the popular bloomer styles; roomy sizes and have belt loops, all sizes. Priced at **$10.00**

Little Boys' Russian Suits in fancy Tweeds and Worsteds. Colors are grey, blue and brown. Coats have fancy belt and have embroidered design on sleeve and breast. Military and sailor collar style. These are very nobby Suits for the little man. Prices range up from **$5.00**

Men's Shoes

We know that every satisfied customer is a step towards business success, and that is why we have built up such an enviable shoe trade. We select our various lines very carefully and demand first-class quality. We cannot afford to carry anything but the best and you cannot afford to buy anything but the best. Therefore we meet on mutual ground. We guarantee satisfaction. Here are a few of the many lines we carry.

Men's Balmoral Russian Calf Shoes—These Shoes are made upon a medium wide flat last, with low heel and broad shank, heavy single sole. Tan color. The style and wearing quality of this shoe leaves nothing to be desired. Very moderately priced at $6.00

Men's Patent Leather Shoes in the popular button style with box kid tops, made on the "Pug" last with perforated vamp. Has outside back stay and 1 1-2 inch military heel. Its fitting and wearing qualities will be a source of continual delight to you. Very neat and dressy. Priced at $6.00

Men's Dull Velour Calf Blucher with box kid top, with goodyear welted single soles, made on the Varsity last. Regular heel. You will like this dressy shoe at $5.00

Here is a fine tan calf Shoe with full rounded toes and Goodyear welted soles. Button style only. An excellent wearing and smart dressy Shoe for..... **$5.00**

This Gunmetal Shoe is made on the same last as above and comes in popular button style. A very serviceable and dressy shoe priced at **$5.00**

Stop at the
Men's Hat Section

Every time you pass through there are always some interesting things to see. We make a thorough search of the markets for new and different styles in hats and caps and believe we wish to draw your attention to the following lines of "Battersby" brand Hats.

Men's Battersby Hats in all the new blocks and season's most approved shapes. The only hat for comfort and wear. Guaranteed for fast color and shape-retaining. Finished off with silk band and Russian in new shape band in soft and hard styles. Sizes 6 3-8 to 7 1-2. Prices up from **$3.00**

Men's Caps in all the latest styles, shapes and blocks. Come in fancy tweeds, serges, worsteds and plain patterns, all silk lined. Wide and medium peaks. In our range you will find all the best makes sizes 6 3-8 to 7 1-2. Prices up from **$1.00**

Men's Waterproof Coats Special $12.50

Here is an excellent line of Paramatta Waterproof Coats in Tan and dark Green colors. These are made of the finest English All Wool Cashmere waterproof cloth, guaranteed to stand all climates, fast colors. Made in the Military Collar style with straight and side pockets. Well sewn and seams are well tapped to insure good wear. All sizes. Special **$12.50**

Men's Fine Waterproof Overcoats in the newest Tweeds in Brown and Grey colors. This coat makes a fine Spring Coat, and is waterproof. Made with close fitting collars, and wide shoulders. Made to wear well and fit well. All sizes. Special **$17.50**

Some New Spring Shirts

For the Man of Good Taste

These Shirts are made especially for men of good taste and judgment and are in all this season's most up-to-date styles and patterns. A fine range of colors from which to make your selection.

Men's fine Negligee Shirts in plain and fancy stripe goods. They come with soft collar and double cuff. Also laundered cuffs and neckband, coat style, fast colors and every shirt guaranteed for fit and wear. All sizes, priced from **$1.50**

Men's fine Shirts with collars attached made with and without reversible collar. Breast pocket, coat style in plain and fancy stripe patterns, big and roomy make, dandy summer shirts. All sizes. Prices up from **$1.00**

A good sample of a seasonable men's wear ad.

Join the bo

Thirty-Three Va



Handsomely Engraved Silver Loving Cup.

10 Gold and Silver Medals.

Cash Awards.

2nd Annual Contest 1913

OPEN TO WINDOW TRIMMERS, CARD-WRITERS AND ADVERTISERS

Awards to be made at the August Convention, Canadian Window Trimmers' Association.

C. W. T. A. Window Decorating Contest.

Classification of Prizes:

Class 1—Annual Grand Prize.—Silver loving cup, suitably engraved, for the best six displays, original window and unit trim photographs submitted by contestant during the year. Cup to become property of the winning decorator each year. Presented by Dry Goods Review.

ORIGINAL WINDOWS.

Class 2—Open to all trimmers in cities of 100,000 or over.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best window of the year showing most beautiful and original background and groupings.

MERCHANDISING WINDOWS.

Class 4—Open to all trimmers in towns and cities up to 50,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For the best display, merchandising or business-bringing windows judged by sales and effective arrangement for such event.

HOLIDAY OR OPENING WINDOWS.

Class 3—Open to all trimmers in cities from 50,000 to 100,000.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best holiday or opening window, millinery and ready-to-wear display.

MEN'S WEAR WINDOWS.

Class 5—Open to men's wear trimmers of Canada.

1st Prize—C.W.T.A. Gold Medal.
2nd Prize—C.W.T.A. Silver Medal.

For best men's wear units and furnishing tables or windows dressed, showing arrangement of units in completed trim.

ys this year

luable Prizes

FLORAL DECORATIONS.

Class 6—

1st Prize - - - - - $10
2nd Prize - - - - - $ 5

For best window or interior decoration, artificial flowers being used.

BEST COUNTER OR LEDGE TRIM.

Class 8—

1st Prize - - - - - - $5

For the best arranged overhead or counter trim of merchandise from any department.

BEST GROUPING OR DRAPES.

Class 7—

1st Prize - - - - - $5

For the best display of drapes or ready-to-wear grouping arranged in the department windows or cases.

BEST BACKGROUNDS.

Class 9—

1st Prize - - - - - - $5

For the best background setting used during the year, for anniversary, opening or sale.

TERMS OF CONTEST:

(a) Trimmers are eligible to enter in any class without restrictions, except that no trimmer can enter a class in a city of less population than that stipulated.
(b) Any number of photographs can be submitted, but one view only is necessary to enter competition in any class.
(c) Photographs must be of this year's work, since August 1st, 1912, and must not have been submitted in any other contest.
(d) All photographs to be forwarded to the secretary by August 1st, 1913. Pictures will be returned to contestants after the Convention, if requested.
(e) Contestants must give detailed description of windows, color scheme and general plan, cost, etc., marked on back with name and address, and whether for Annual Contest. Class number must also be designated.
(f) All windows to be judged under numbers, any identifying marks must be removed.

C. W. T. A. Cardwriting Contest

CLASS 1—FANCY WINDOW CARDS (General).
First Prize—C.W.T.A. Gold Medal.
Second Prize—C.W.T.A. Silver Medal.

CLASS 2—AIRBRUSH CARDS.
First Prize - - - - - - Cash $5.00
Second Prize - - - - - Cash $3.00

CLASS 3—ORIGINAL HOLIDAY CARDS
(Christmas, Easter, Thanksgiving).
First Prize - - - - - - Cash $5.00
Second Prize - - - - - Cash $3.00
Third Prize - - - - - Cash $2.00

CLASS 4—PLAIN SALE CARDS (General).
First Prize - - - - - - Cash $3.00
Second Prize - - - - - Cash $2.00
Third Prize - - - - - - Cash $1.00

CLASS 5—ALL PEN LETTERED CARDS.
First Prize - - - - - - Cash $3.00
Second Prize - - - - - Cash $2.00
Third Prize - - - - - - Cash $1.00

CLASS 6—PEN LETTERED PRICE TICKETS.
(In groups of six)
First Prize - - - - - - Cash $2.00
Second Prize - - - - - Cash $1.00

CLASS 7—AIR BRUSH PRICE TICKETS.
First Prize - - - - - - Cash $2.00
Second Prize - - - - - Cash $1.00

TERMS OF CONTEST:

(a) Cards entered must be first used in merchandise displays.
(b) Not more than two cards to be entered in class 2, and 4. Not more than three cards to be entered in class 3, and not more than six cards in classes 1, 5, 6, and 7.
(c) No air brush cards to be entered in any class except 2 and 7.
(d) No contestant can enter more than three classes.
(e) All cards must be of uniform size. None larger than half and none smaller than 1-16 of regulation sheet 22in.x28in.
(f) No card to be entered in more than one class.
(g) Each card must bear the number of class in which it is to be entered, but not the contestant's name and must be sent not later than August 1st, 1913.

C. W. T. A. Advertising Contest

CLASS 1—GOOD ADVERTISING.

First Prize - - C.W.T.A. Gold Medal Second Prize - C.W.T.A. Silver Medal

Awarded for the best all-round advertising, including general publicity opening and sale announcements.

TERMS OF CONTEST:—

(a) Announcements must have appeared this year.
(b) All copy must be original.
(c) Not more than six examples to be entered in contest. (d) All ads. to be judged on points: 1—Editorial and descriptive text; 2—Layout; 3—Typographical effect; 4—Originality of ideas.

Contestants must be members of the C.W.T.A. and staff employees in Canadian stores.

Contests close August 1st, 1913. The award committee decisions to be final.

All photographs, show cards and advertisements to be available for publication in Dry Goods Review.

Canadian Window Trimmers' Association

143 University Ave. **Toronto**

ENERGETIC CLERKS

who are willing to work after hours can add substantially to their salary by joining the MacLean Circulation Organization, the largest and most efficient in America.

There are already over 400 circulation salesmen getting subscriptions for MacLean's Magazine, but there is scope for more. If you will take up the work in your district you will find it will pay you well.

Get started now—Don't wait.

WRITE FOR PARTICULARS TO

MacLean Publishing Co., 143-149 University Ave., Toronto, Can.

TWO CENTS PER WORD

You can talk across the continent for two cents per word with a WANT AD. in this paper.

Condensed Advertisements

MISCELLANEOUS

ENGLISH FIRM OF MANUFACTURERS OF Hair, Hair Goods, Hair Nets, as used by high-class hair-dressers and stores, desire to arrange a Canadian agency on commission with established sound house who has a good connection in the trade for Toronto, Montreal and district. Arrangements for stock to be kept in Canada would be made. For further particulars, write to Box 97, Dry Goods Review, 88 Fleet Street, London, England.

TURNER'S NATURAL COTTON BOLLS FOR decorations and souvenirs are unexcelled. Write for booklet and reduced prices. Samples postpaid, dozen, 40c.; half dozen, 20c.; 2 for 10c. James H. Turner, The Cotton Boll Man, Carrollton, Georgia, U.S.A.

FRESH, CLEAN, STOCK OF SHOES AND Men's Clothing and Furnishings in growing village of Courtright on St. Clair River. Write J. T. Locke, The Ark, Corunna, Ont., for information.

OPPORTUNITY IS NOW OFFERED TO purchase the stock and goodwill of G. L. MacKay, Limited, ladies' costumers, Regina. Excellent stand, and one of the best equipped stores in the West. Good lease and reasonable rent. Apply to G. L. MacKay, Ltd., 495 Yonge St., Toronto.

ORDERS WANTED

WANTED—ORDERS FOR FINEST HAND made Irish Crochet Laces, Insertions, Picot-edges, Beadings, Motifs, Collars, Yokes, D'Oyles, etc. M. Hughes, Scotch Street Bridge, Armagh, Ireland.

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The Crown Tailoring Agency *is yours for the asking*

There will be one Crown Tailoring Agency in every city and town in Canada. Is there one in yours? We want a live clothing merchant in your town to handle our proposition if we have not already secured one.

We supply our agents with a complete outfit which will enable them to cater to the trade they cannot suit with ready-to-wear clothing.

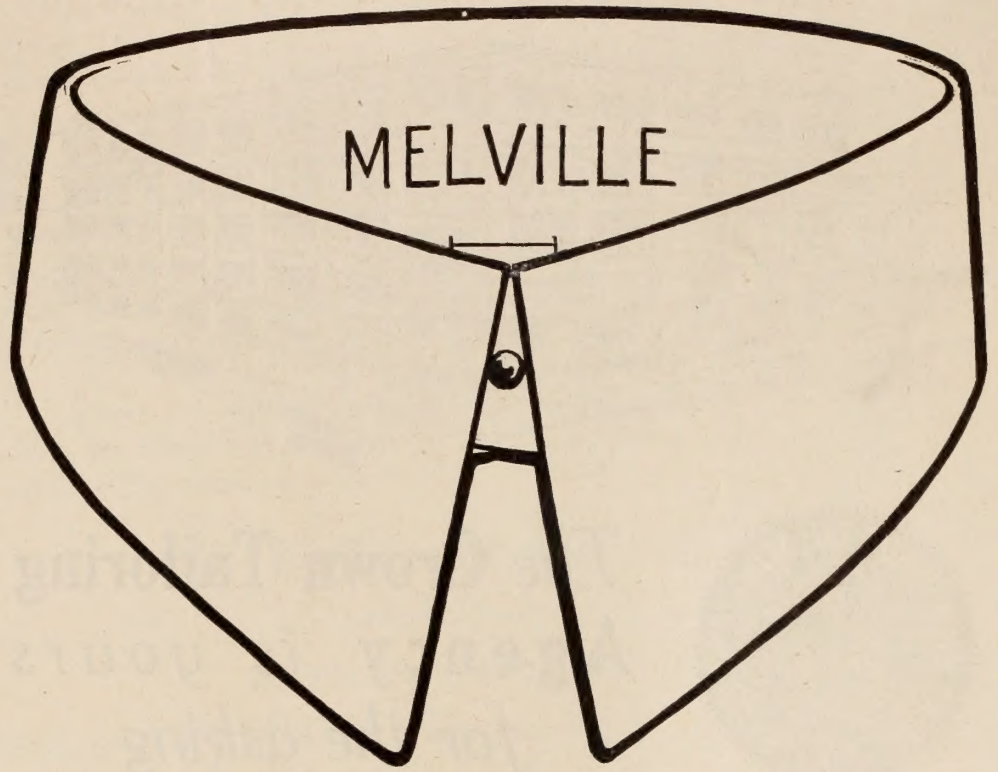
Send to-day *for the* outfit *and* start in *to* get *the* trade *of the* made-to-measure man—NO EXTRA EXPENSE

The above cut is a reproduction of our fine new building which is devoted to the special measure tailoring of Crown garments. **With the Crown Tailoring agency you are under no added expense and can guarantee your customers perfect satisfaction. You can build up a handsome and profitable business in your town.**

Send a postal to-day

The Crown Tailoring Co., Limited

38-40 Adelaide St. West, Toronto



This Is the Newest

Tooke Collar

The MELVILLE promises to be very popular this Spring and Summer. It gives the effect of a rather high collar, yet is exceptionally comfortable on account of the low inside band.

Watch for our new styles in Madras Collars, ready about June 15th.

TOOKE BROS. LIMITED

Manufacturers of Shirts, Collars and Neckwear and Importers of Men's Furnishings.

Toronto Warehouse, 58 Wellington St. W. Winnipeg Warehouse, 91 Albert St.

Take Advantage of Our Enquiry Department

WHEN you become a subscriber to "The Review" this is part of the service you buy.

Every day "The Review" receives letters from subscribers stating that they want to secure certain goods but do not know where they can be procured.

We have facilities for procuring information about new goods, novelty lines, etc., and our Information Bureau is at your service at all times.

We are glad to be of any possible service to our readers, and requests for information are most welcome.

Cut out coupon below and use it when you would like us to give you information.

THE DRY GOODS REVIEW

143 University Avenue, Toronto

THE DRY GOODS REVIEW
143 UNIVERSITY AVENUE
TORONTO

For Subscribers

INFORMATION WANTED

DATE _____ 191

PLEASE TELL ME WHERE I CAN PROCURE _____

_____

_____

NAME _____

ADDRESS _____

The Special Fall Number

of Canada's necessary dry goods paper will be issued first week in July.

It will undoubtedly be the finest and most useful number we have yet sent to the trade.

We would advise early reservation of space if good position is desired in this big issue. Every buyer worth-while from Coast to Coast will get a copy.

Forms close June 25th. Early forms go to press on the 16th.

